

Survey Report

2011 Community Newspaper Readership Survey [National Newspaper Association]

**Center for Advanced Social Research
The Donald W. Reynolds Journalism Institute
School of Journalism
University of Missouri-Columbia
October 2011**

RECEIVED

2012 MAY 22 P 4:15

POSTAL REGULATORY
COMMISSION
OFFICE OF THE SECRETARY

Introduction

The overriding purpose of the 2011 NNA Community Newspaper Readership Survey was to continue to examine public attitudes, perceptions, and readership of editorial and advertising contents in local newspapers in small communities across the United States. Center for Advanced Social Research (CASR) of The Reynolds Journalism Institute and Missouri's School of Journalism conducted 500 telephone interviews (using both landline and cell phone numbers) with adults aged 18 or older that lived in areas where the circulation size of the local newspaper was 15,000 or less on behalf of NNA in July and September 2011.

Survey Instrument

Similar to the previous research since 2005, the survey questionnaire was designed to collect the following information.

- Readership of local newspapers
- Values of local newspapers to local residents
- Readership of various contents of local newspapers
- Evaluation of local newspapers both in print & online
- Attributes of "good journalism" in local newspapers
- Primary (& preferred) sources of information about local communities
- Access to and use of the Internet and websites of local newspapers
- Evaluation of the websites of local newspapers
- Readership of various advertisements in local newspapers
- Comparison of advertisements on different media outlets
- Purchasing plans for a variety of goods and services
- Sources of information for purchasing decision making
- Demographics

Unlike in the previous research, the following question items were added to the survey questionnaire to reflect the changes that have occurred in local newspapers and in today's new media landscape.

- Experience of paid content models in local newspapers
- Likelihood of paying for content online & on mobile devices
- Use of mobile devices for news & information

Sampling Methodology

The sample of the survey targeted at communities where the circulation size of the local newspaper was 15,000 or less across the United States. Specifically, it followed a two-stage probability sampling plan that first selected a sample of primary sampling units (PSUs) for all the targeted areas, and subsequently selected a sample of secondary sampling units (SSUs) from each PSU. For example, the zip codes served by community newspapers (whose circulation size was 15,000 or less) selected from the membership database of NNA were first identified and grouped. A random sample of telephone numbers was then generated proportional to the population size of each of the zip codes. The random digit aspect of the sample was designed to avoid response bias and provide representation of both listed and unlisted telephone numbers (including not-yet-listed). The design of the sample ensured this representation by random generation of the last two digits of telephone numbers selected on the basis of valid area codes and telephone exchanges.

To reach an adequate number of young adults, other demographic groups (e.g., Hispanics), and the "cell phone only" cohort (AAPOR, 2010), both landline and cell phone random digit dialing (RDD) frames were included in the sample. The purpose was to include adequate representation of "wireless only" adults, as the National Health Interview Survey (NHIS) (2009) suggested that the "wireless only" adults 18 years of age or older in the United States reached 24.5% at the end of 2009.

Respondent Selection Method

For landline phone numbers, the Trolldahl-Carter-Bryant (T-C-B) respondent selection method was used to randomly select an eligible respondent if there were more than one adult 18 years of age or older in a household. The T-C-B method requires the interviewer to ask two questions shortly after the introductory statements, "How many adults aged 18 or over live in your household, including yourself?" and "How many of them are women / men?" Based on answers to the two questions, the interviewer will select a designated respondent using one of eight different versions of a selection matrix that appears on the computer screen at random. In so doing, a proper balance of males and females, younger and older adults in a household can be reached. The likelihood of within-sampling-unit non-coverage error is minimized because all eligible respondents in a household are equally considered by the selection method.

For cell phone numbers, the person who answered the cell phone was asked (1) if he or she was 18 years of age or older, and (2) if he or she was a local resident. If he/she answered “yes” to both questions, they would then be asked to participate; if he/she answered “no” to either or both questions, they would be thanked and survey terminated as ineligible.

At least fifteen attempts were made to complete an interview at every sampled telephone number. The calls were scheduled over days of the week to maximize the chances of making a contact with a potential respondent. All refusals were recontacted at least once in order to attempt to convert them to completed interviews.

Field Operation

Five hundred (500) interviews were completed via telephone in August and October 2011 by the trained interviewing and supervising staff of CASR. Using the definitions and final codes for calculating response rate provided by The American Association for Public Opinion Research (AAPOR, 2000), the response rate of the study was 42.8%. For results based on the entire sample ($n = 500$), the margin of sampling error is plus or minus five (5.0) percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings.

Descriptive Statistics of the Sample

Circulation & types of local newspapers

In the sampling design of the 2011 NNA Community Newspaper Readership Study, sufficient effort was made to reach more non-daily readers than daily readers. As in the 2010 research, the purpose was to reflect the current composition of NNA membership: approximately 86% non-daily newspapers, and 14% daily newspapers. In addition, adequate effort was made to ensure that the circulation sizes of the local newspapers of those who read between one and seven days a week did not exceed 15,000.

Of the 370 readers of local newspapers identified in the research, 70% were non-daily readers, and 30% daily readers. The circulation sizes of the newspapers ranged from 484 to 13,414.

TABLE I: Completed Interviews by Types of Local Newspapers

Types of local newspaper	Percent (%)
Daily newspaper	29.7
Non-Daily newspaper	70.3

(*n* = 370 readers)

Effort was also made to ensure that all the names of local newspapers reported by respondents matched those in the NNA's membership database.

Cell phone vs. landline telephone numbers

Of the 500 respondents, 42% were interviewed via cell phone numbers, and 58% through landline numbers; 28% were "wireless only."

TABLE II: Completed Interviews by Types of Telephone Numbers

Types of telephone numbers	Percent (%)
Cell phone only	28.4
Cell phone and a working landline number	13.8
Landline	57.8

(*n* = 500)

References

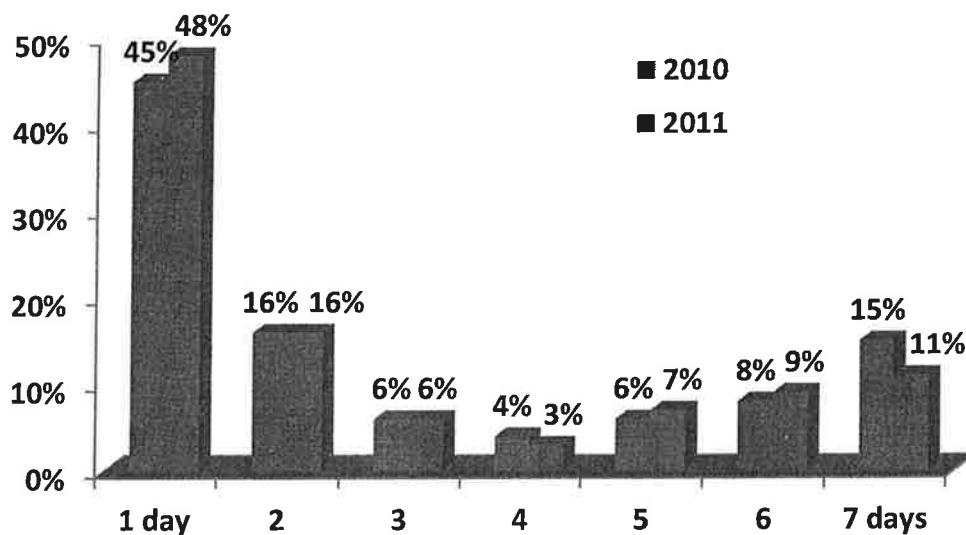
The American Association for Public Opinion Research (AAPOR). (2010). New considerations for survey researchers when planning and conducting RDD telephone surveys in the U.S. with respondents reached via cell phone numbers: AAPOR Cell Phone Task Force 2010. Retrieved November 8, 2010, from http://aapor.org/AM/Template.cfm?Section=Cell_Phone_Task_Force&Template=/CM/ContentDisplay.cfm&ContentID=2818

Survey Findings

Readership of local newspapers

First, the survey shows that readership of local newspapers in small towns or cities in the United States was solid, as 74% of local residents interviewed read a local newspaper ranging from 1 day to 7 days a week, compared to 73% in the 2011 NNA research. Twenty-six percent of respondents reported that they did not read a local newspaper.

How many days in a week do you read a local newspaper?
[n = 370]



In the 2011 NNA research, two-thirds of the readers (66%) read non-daily newspapers; in the 2011 survey, 70% were non-daily readers. This finding, along with what was reported in the 2011 research, suggests that local newspapers, non-dailies in particular, still have a strong readership in small towns or cities in the United States in today's new media landscape.

Furthermore, multivariate regression analysis shows that readership of local newspapers was significantly and positively associated with age, length of residency, and level of education, suggesting that older adults, residents who have stayed in their communities longer, and those with higher education read local newspapers significantly more than younger adults, residents who have lived at their current addresses relatively shorter, and those with less education. Other demographic measures, such as gender, annual household income, home ownership, and having children younger than 18 at home did not have a significant impact on the readership. In the 2010 research, the readership was positively predicted by age and level of education.

On average, readers were 55 years of age (standard deviation = 15.7 years), compared to 50 years of age of non-readers (standard deviation = 17.3 years).

The pass along rate, measured by the average score of the responses to the question item: *About how many of your friends, colleagues, co-workers or those in your household do you share the newspaper with?* was 2.33 persons on average, compared to the range of 2.10 to 2.60 persons in the 2005, 2007-09 surveys, and 3.34 persons in the 2010 research.

On average, readers of the 2011 study spent 38.95 minutes on reading local newspapers, compared to 37.5 minutes in the 2010 research, and the range of 38 to 45 minutes found in the 2005 and 2007-09 surveys.

TABLE 1: On what days of the week is the local newspaper published?
[Check all that apply]

Days of week	Percent (%) 2011	Percent (%) 2010
Monday	29.7	32.8
Tuesday	40.8	39.5
Wednesday	67.0	69.5
Thursday	47.0	51.4
Friday	37.6	40.0
Saturday	25.7	27.9
Sunday	13.2	14.5

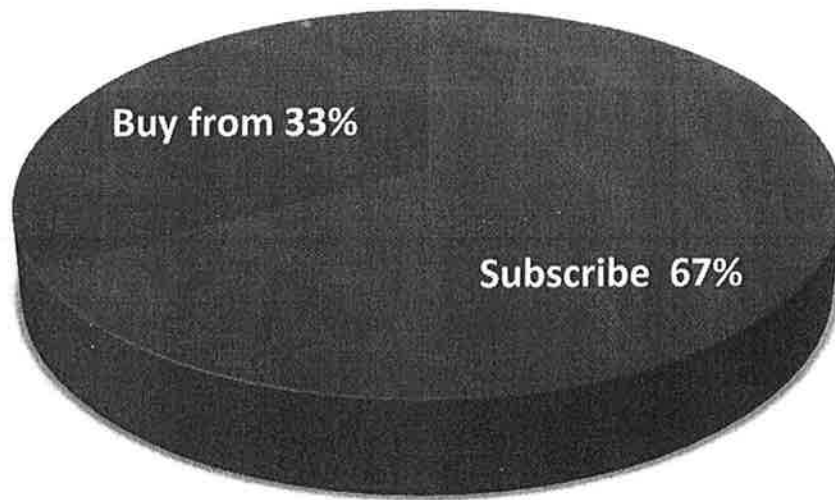
On average, readers have read their local newspapers for approximately 25.34 years (standard deviation = 17.1 years), ranging from less than a year to 65 years in small towns or cities in the United States, compared to 26.2 years (standard deviation = 17.6 years) in the 2010 survey.

Similar to previous NNA research since 2005, 92% of readers reported that they paid for their newspapers. In the 2010 survey, 94% of readers paid for their local newspapers.

Is the local newspaper free or paid?
[n = 370]



Do you subscribe to it or buy it from a news rack or store?
[n = 341]

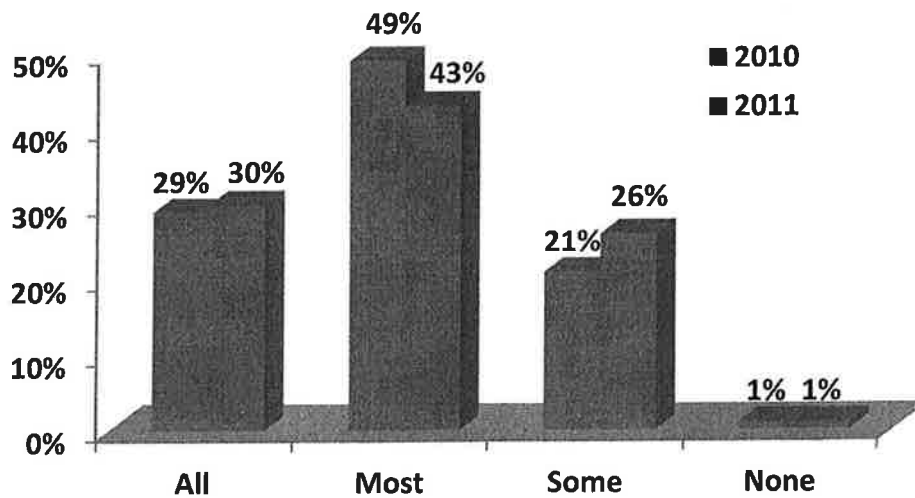


As shown above, two-thirds of readers subscribed to local newspapers. In the 2011 survey, 63% subscribed to local newspapers.

TABLE 2: How do you receive the local newspaper?

Description of categories	Percent (%)	Percent (%)
	2011	2010
Via U.S. mail	21.9	23.2
Home delivery	47.8	38.6
Pick up from news rack/store	29.7	36.8
Electronic delivery	0.5	1.4

How much of the newspaper do you usually read?
[n = 370]



As consistent in previous research, readers continued to pay adequate attention to the content of local newspapers. The surveys shows that a combined 73% of readers would read either all” or “most” of the local newspapers, compared to a combined 78% in the 2010 survey. In addition, 26% of readers would read “some,” compared to 21% in the 2010 research. These descriptive statistics suggest that the content of local newspapers is well read in small towns or cities in the United States.

TABLE 3: How long do you usually keep an issue of the local newspaper?

Description of categories	Percent (%) 2007 (n = 419)	Percent (%) 2008 (n = 431)	Percent (%) 2009 (n = 405)	Percent (%) 2010 (n = 488)	Percent (%) 2011 (n = 370)
Read it the same day & throw it away	26.3	23.4	15.1	15.8	13.8
1 day	16.0	11.8	22.2	11.9	10.3
2 days	13.6	12.1	9.6	13.9	13.0
3 to 5 days	7.6	8.4	8.4	12.3	14.1
6 but fewer than 10 days	21.7	28.1	25.7	25.2	29.7
10 or more days	9.3	12.8	13.8	15.8	14.1
Don't know/Not sure	5.5%	3.5	5.2	5.0	5.0

TABLE 4: Primary reason that [you] read the local newspaper

Description of reasons	Percent (%) 2009	Percent (%) 2010	Percent (%) 2011
Local news/Local information	81.9	85.7	83.2
Knowledge/General news	12.7	8.5	8.7
Advertisements/Classified ads	2.7	3.7	4.6
Nothing in particular	1.5	2.1	1.6
Others – specify	1.2	n.a.	1.9

(2009: n = 403. 2010: n = 484. 2011: n = 368)

Consistent with previous NNA research since 2005, one of primary reasons that local residents read local newspapers is to obtain “local news/local information,” as evident in the findings in Table 4 (2009 through 2011). Indeed, focus on and coverage of local news is the biggest strength of local newspapers in comparison with other local media outlets. The finding implies that, whether in print or online, local newspapers need to continue to do what they do the best in order to attract audience and sustain revenue in the long term.

TABLE 5: Primary reason that [you] do not read the local newspaper

Description of reasons	Percent (%) 2009	Percent (%) 2010	Percent (%) 2011
Not interested	29.8	20.6	16.9
Have no time	20.2	16.1	16.2
Prefer Internet or other sources	11.7	26.7	22.3
Paper too biased/Doesn't cover the news I want	8.5	11.1	4.6
Don't receive the paper	11.7	12.2	21.5
Others – specify	11.7	12.2	14.6
Nothing in particular	1.1	1.1	3.8

(2009: n = 94. 2010: n = 180. 2011: n = 130)

Values of local newspapers to local residents

To examine perceived importance of local newspapers to local residents in small towns and cities in the United States, a total of seven question items were used to see how the value of local newspapers would be perceived. The items were copied from the 2009 Suburban Market Study by the Suburban Newspapers of America (SNA). Respondents were asked to check all the items that applied to them.

**TABLE 6: Thinking about [name of local newspaper], please tell me if each of the following applies to you
[Check all that apply]**

Description of newspaper's values	Percent (%)	Percent (%)
	2010	2011
I/My family couldn't live without it	14.8	12.7
I/My family look forward to reading it	71.3	75.1
It entertains me	68.6	64.9
It informs me	88.3	85.9
It provides valuable local shopping & advertising information	68.0	69.2
I/My family relies on it for local news and information	79.7	81.4
Other – specify	20.3	18.6

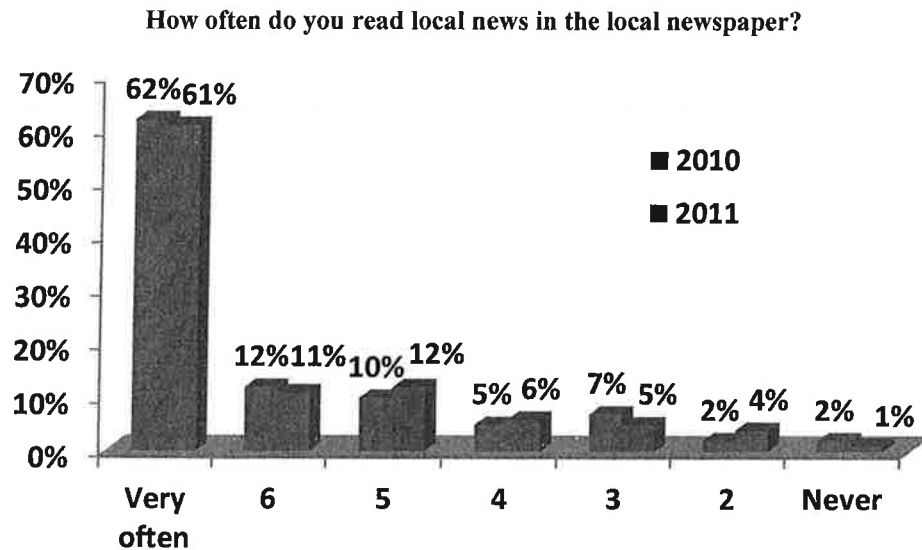
As Table 6 shows, majority of local residents regarded community newspapers as very valuable and important sources information about their communities. For example,

- 86% of respondents thought local newspapers were informative;
- 81% agreed that they and their families relied on the newspapers for local news and information;
- 75% of respondents (including their families) would look forward to reading the newspapers;
- 69% thought the newspapers provided valuable local shopping & advertising information, and
- 65% agreed that local newspapers entertained them.

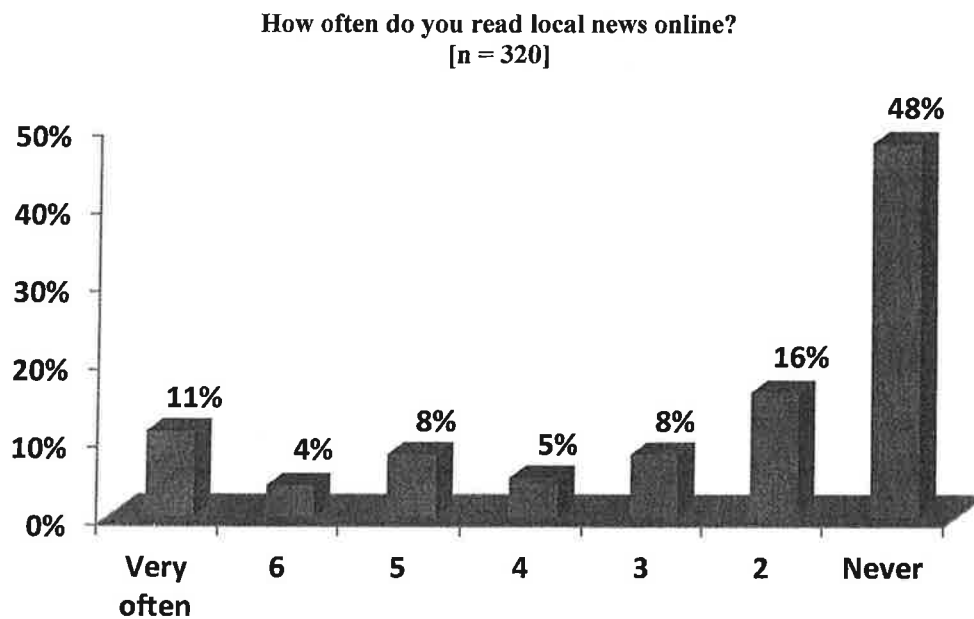
These findings were consistent with what was reported in the 2010 NNA research as well as with those of the 2009 SNA Suburban Market Study, suggesting that local newspapers continue to be a valuable and key source of information about local communities. This public dependence on community newspapers, as measured in terms of perceived values of local newspapers by local residents of small towns or cities, should be noted by local news organizations to continue to improve their editorial products, both in print and online, to meet the public expectations.

Readership of various contents of local newspapers

The next set of questions was designed to find out how often readers would read various contents that usually appear in a local newspaper. Respondents were asked to use a 7-point scale with "7" being "very often" and "1" being "never" to provide their answers.

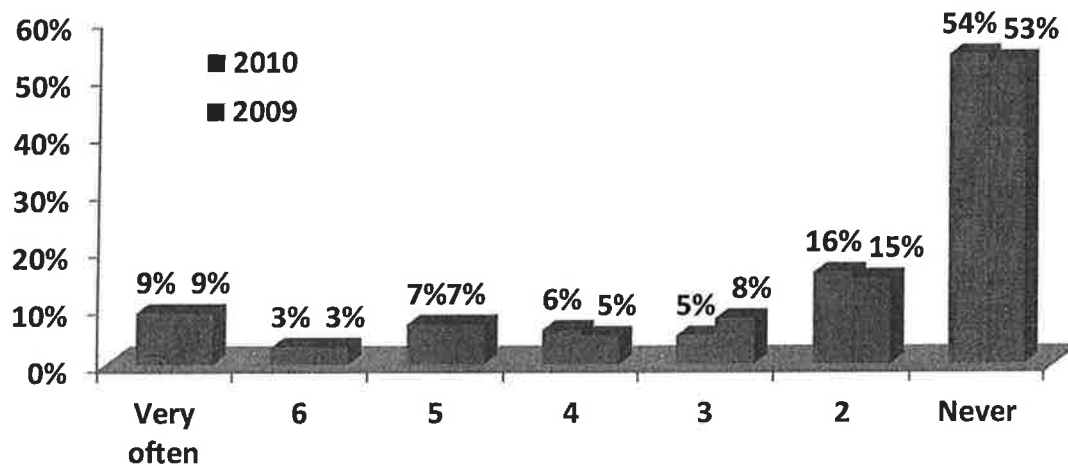


Consistent with the 2010 NNA research, local news continued to attract readers in small cities and towns in the United States, as 61% of the 2011 respondents would “very often” read local news in the local newspapers.



Of those who had access to the Internet, 48% reported that they had “never” read local news online, compared to 54% in 2010 and 53% in 2009. On the other hand, a combined 23% of respondents gave a rating of “5” or higher (7 = very often) to the question, suggesting that nearly 1 out of 4 local residents read local news online, better than 19% reported in the 2009 and 2010 surveys.

How often do you read local news online?

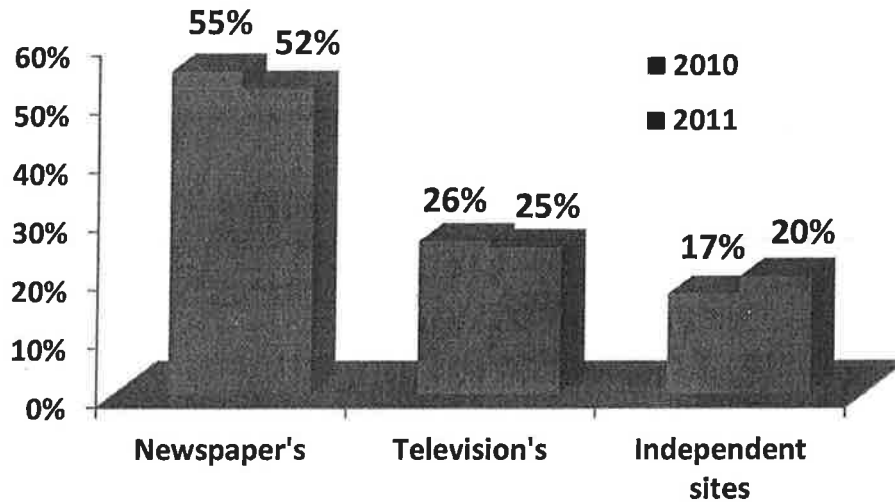


Although online news outlets continue to play a bigger role in people’s lives (Pew Research Center, September 2011 http://www.journalism.org/analysis_report/local_news), the findings of the NNA research in the past three years (2009-2011) suggest that majority of local residents in small cities or towns do not rely on online sources for local news. One of the possible explanations is that local newspapers, non-dailies in particular, still focus most of their investment and resources on print, since revenues from their print products constitute most of their overall revenues. In addition, some daily or non-daily local newspapers may not have a website or have a "replica edition" of their print products.

Seeking out local news online

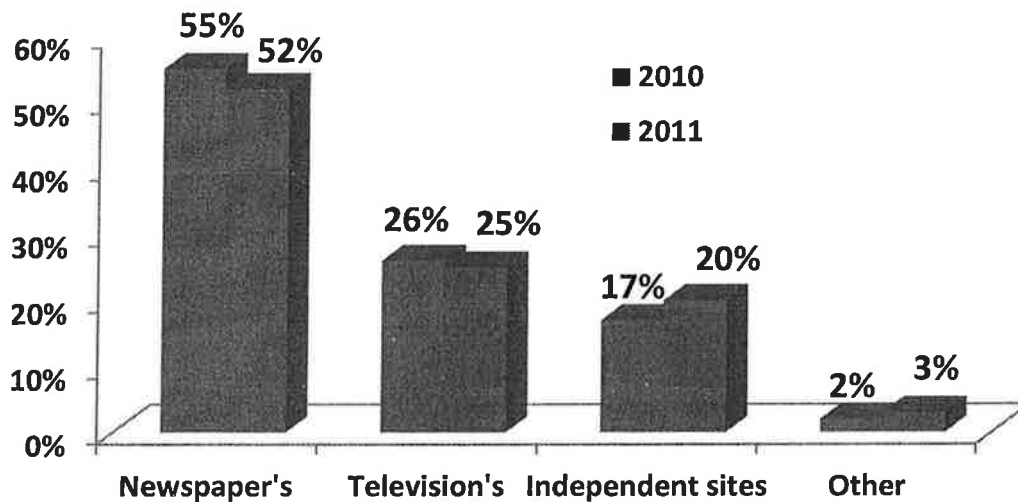
Of those who used online sources for local news, 52% “sought out” specific local news, 38% “happened to come across it,” and nine percent answered “both.” In the 2010 NNA survey, 66% sought out specific local news, 26% happened to come across it, and about eight percent answered “both.”

When getting local news through the Internet, is it usually because you seek out specific news or is it usually because you just happen to come across it?

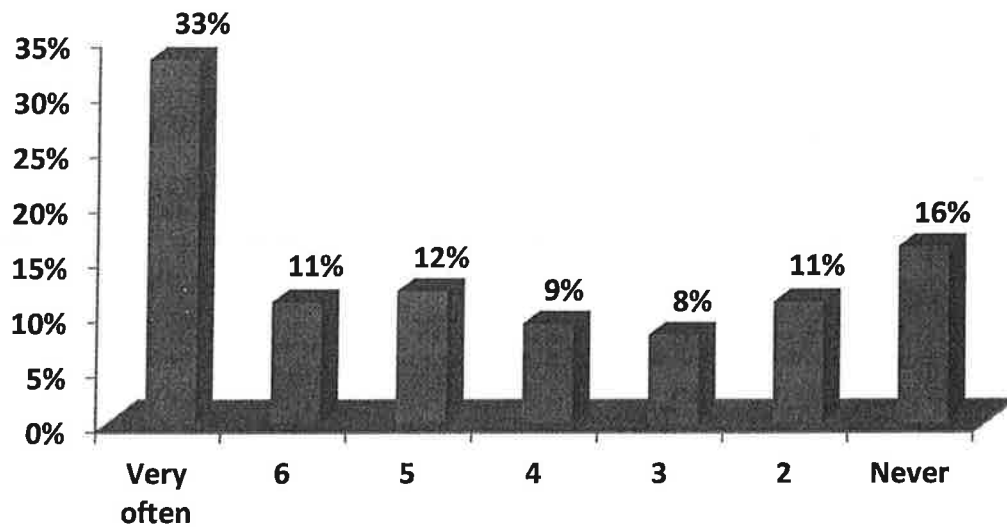


The survey also shows that more than half of online users would choose newspaper's website as their favored source of information for local news. When asked "*Where do you go online most frequently for local news?*" 52% would select local newspaper's website, 25% television's website, and 20% to independent sites such as Yahoo, MSN, Google, and etc. These findings are similar to those of the 2010 NNA survey where 55% of online local news users would go to local newspaper's website, 26% to television's, and 17% to independent sites.

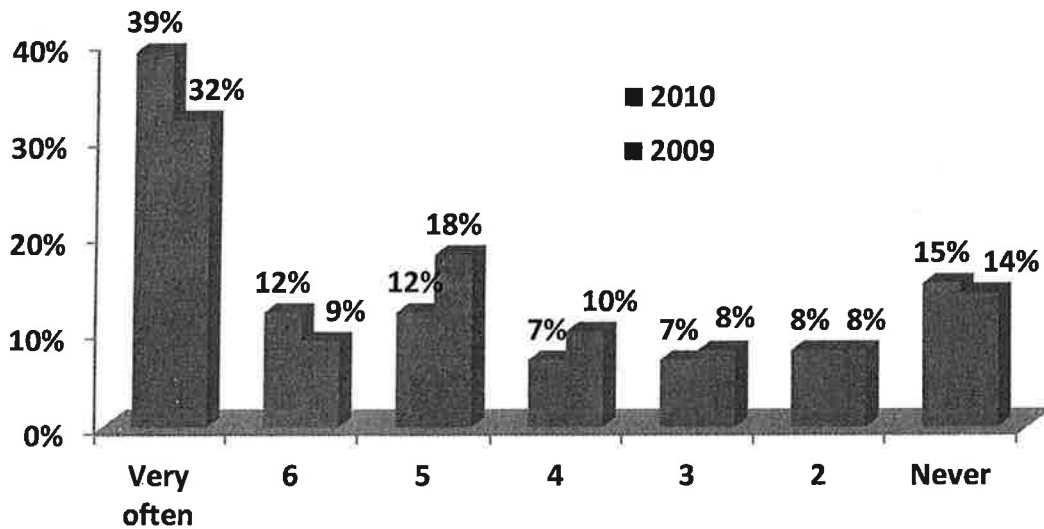
Where do you go online most frequently for local news?



How often do you read local school news in the local newspaper?
2011

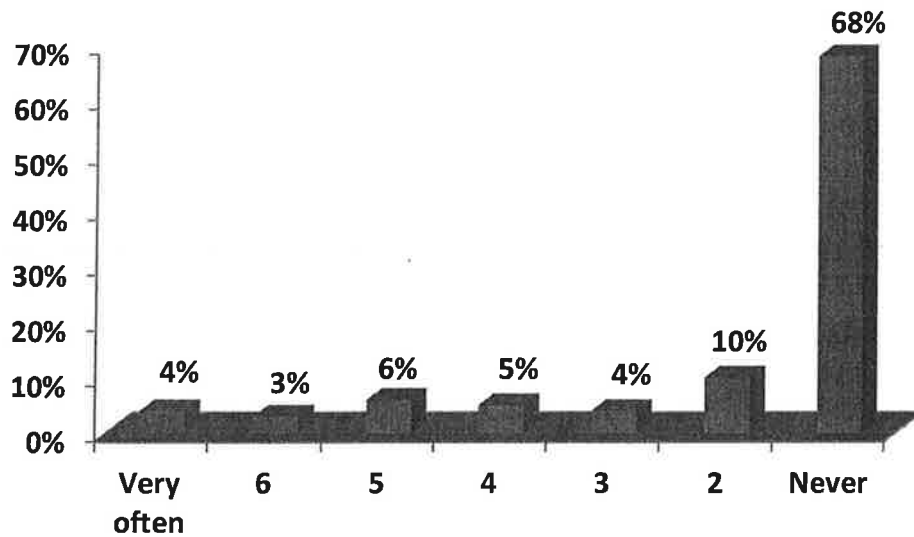


How often do you read local school news in the local newspaper?

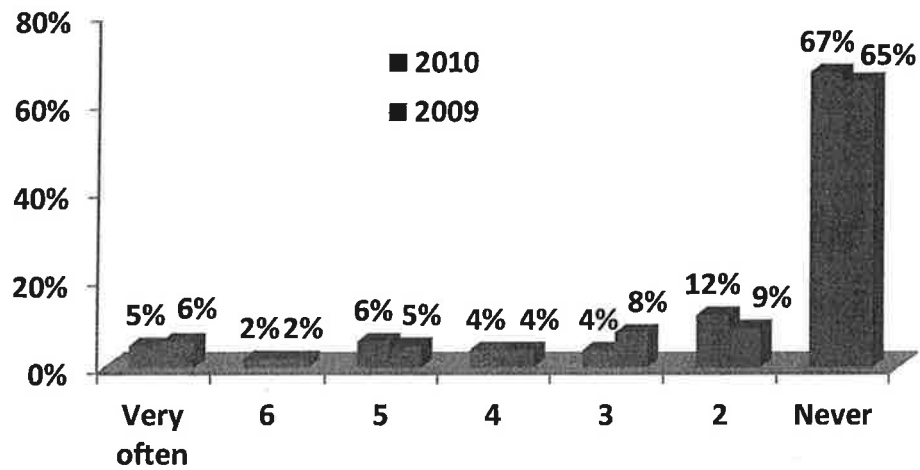


As shown above, a combined 56% of local readers either “very often” or “somewhat often” read local school news in the local newspapers, similar to the findings of the NNA research in 2009 and 2010.

How often do you read local education news online?
2011

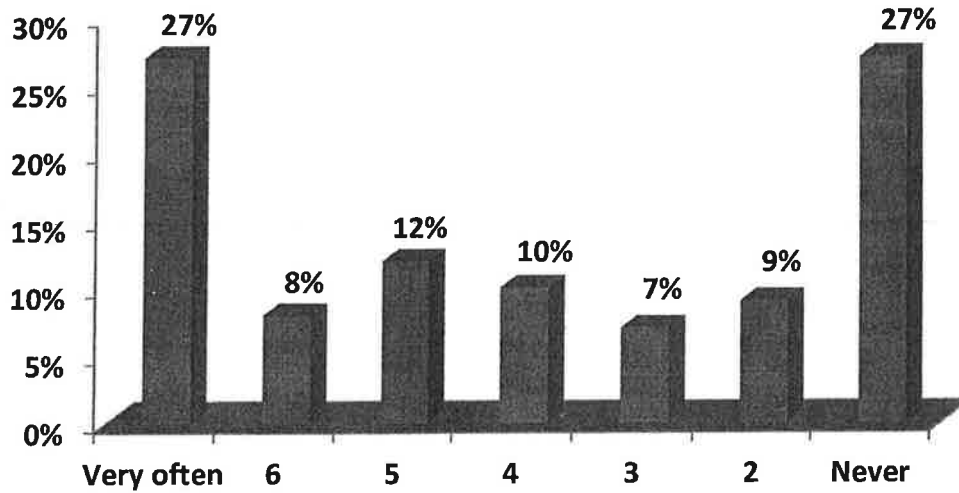


How often do you read local education news online?

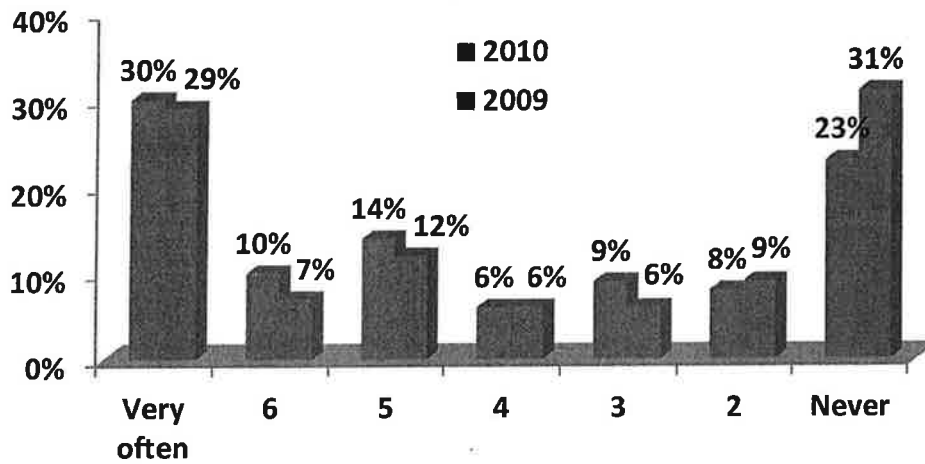


Again, local residents seemed not dependent upon online sources about local education news. Over the past three years, the findings are identical.

How often do you read local sports news in the local newspaper?
2011

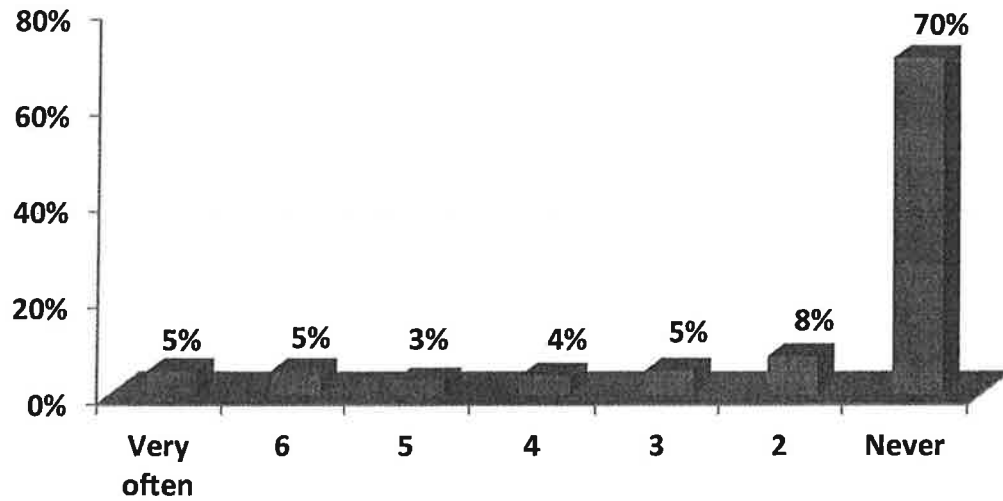


How often do you read local sports news in the local newspaper?

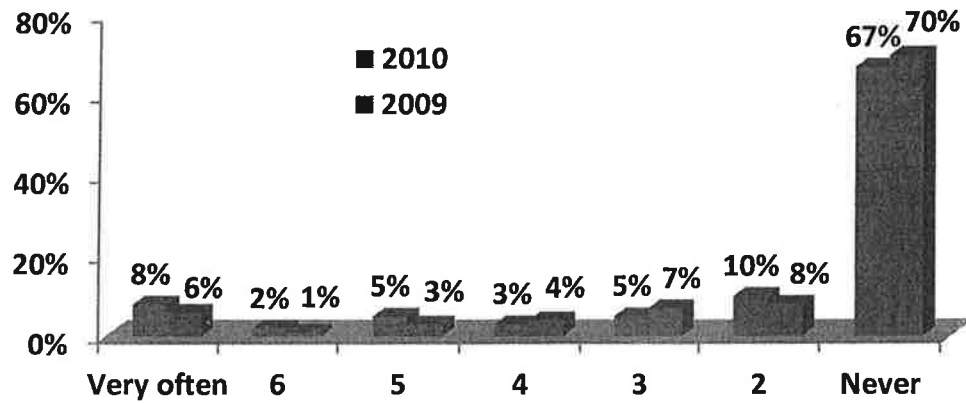


As for consumption of local sports news in local newspapers, the 2011 survey results are similar to those of the NNA research in 2009 and 2010.

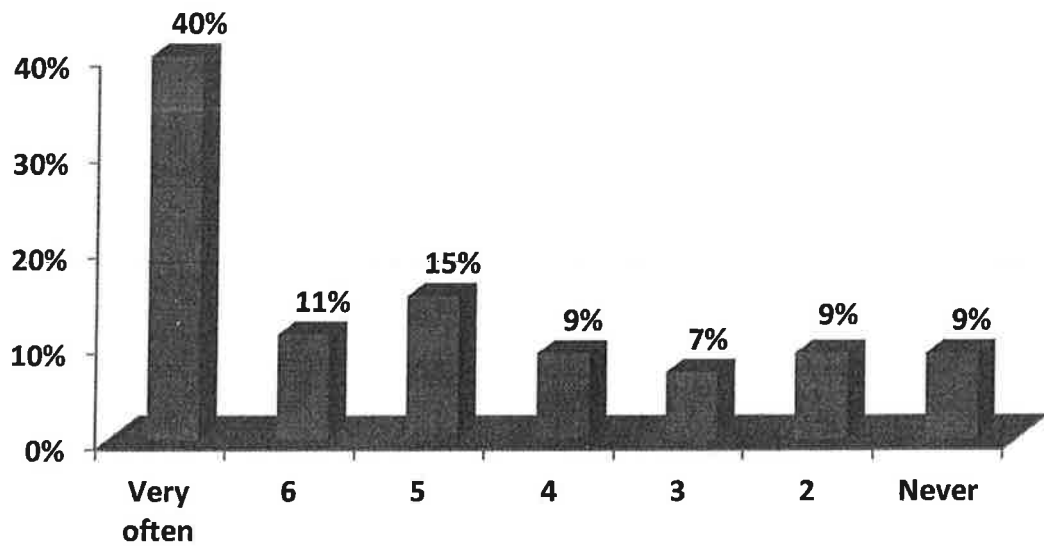
How often do you read local sports news online?
2011



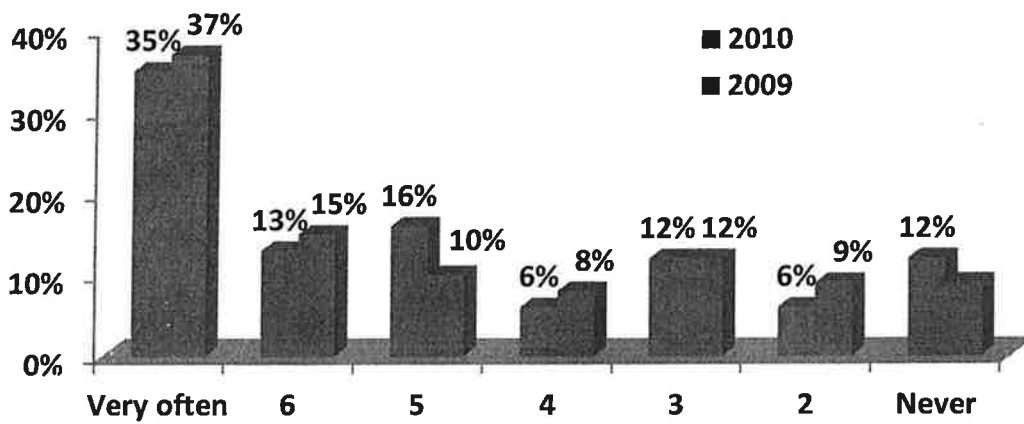
How often do you read local sports news online?



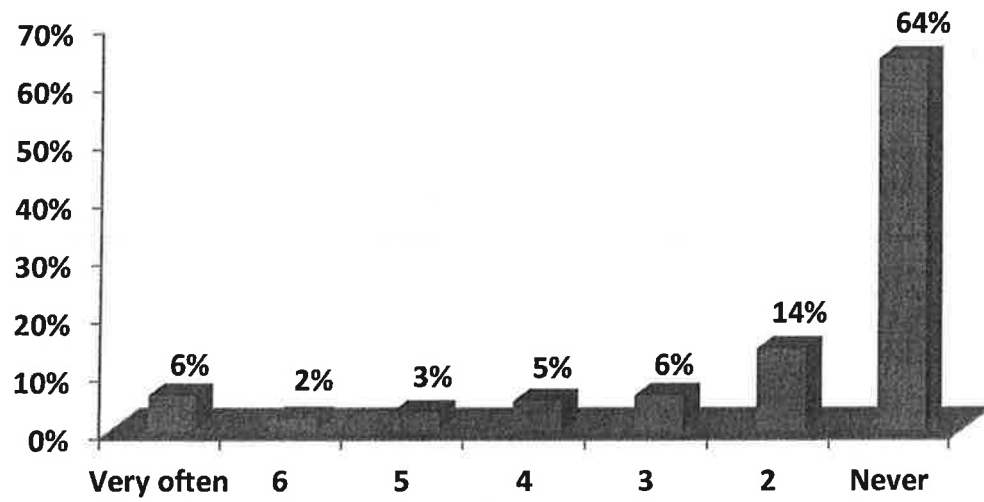
How often do you read editorials or letters to the editor in the local newspaper?
2011



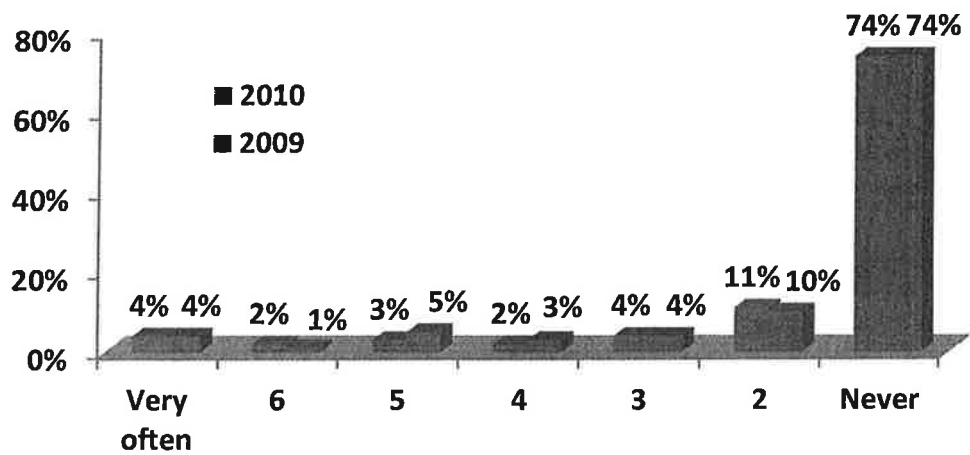
How often do you read editorials or letters to the editor in the local newspaper?



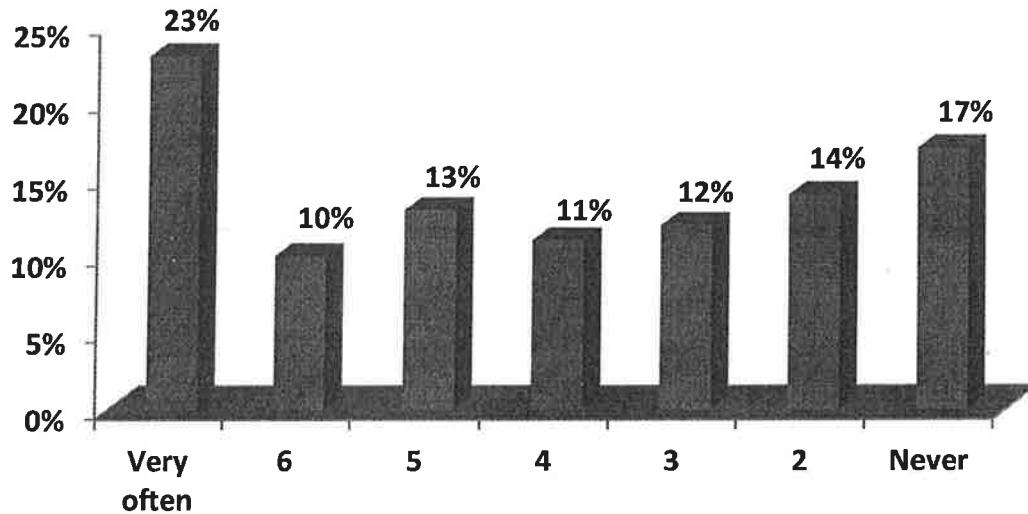
How often do you read editorials or letters to the editor online?
2011



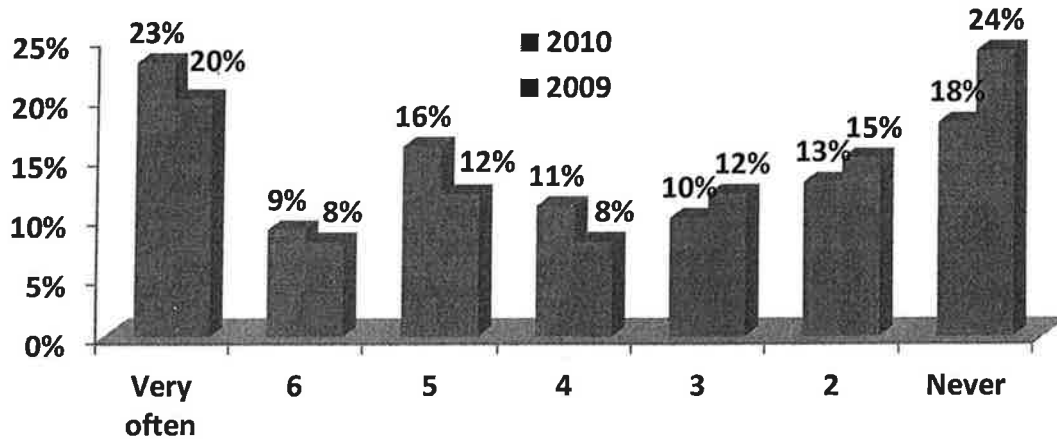
How often do you read editorials or letters to the editor online?



How often do you read public notices in the local newspaper?
2011



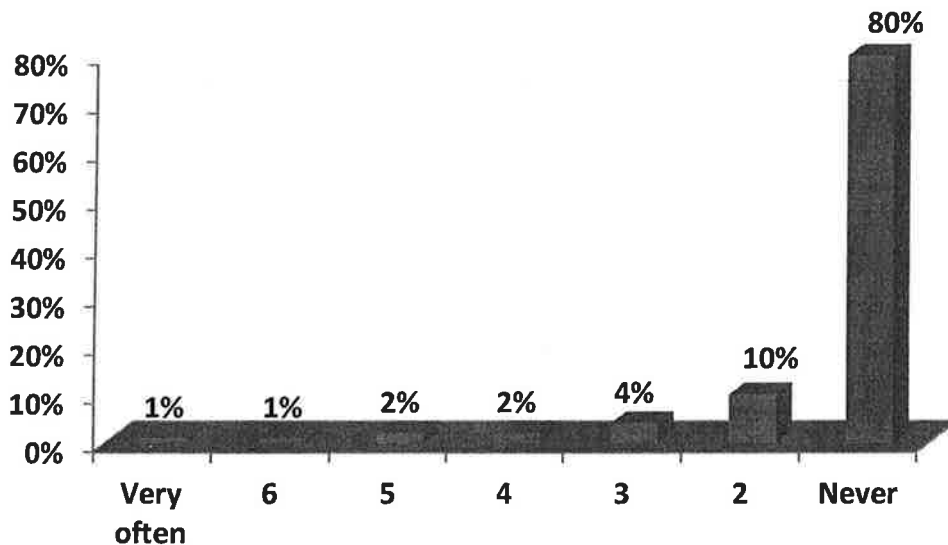
How often do you read public notices in the local newspaper?



Consistent with previous NNA research, readership of public notices in local newspapers continued to be widely distributed on the 7 point scale of reading frequency. These results are identical to those in 2009 and 2010.

Different from previous NNA research, the 2011 survey asked local residents how often they would visit the website of their local Chamber of Commerce. Not surprisingly, 80% had never visited the website of their local Chamber of Commerce.

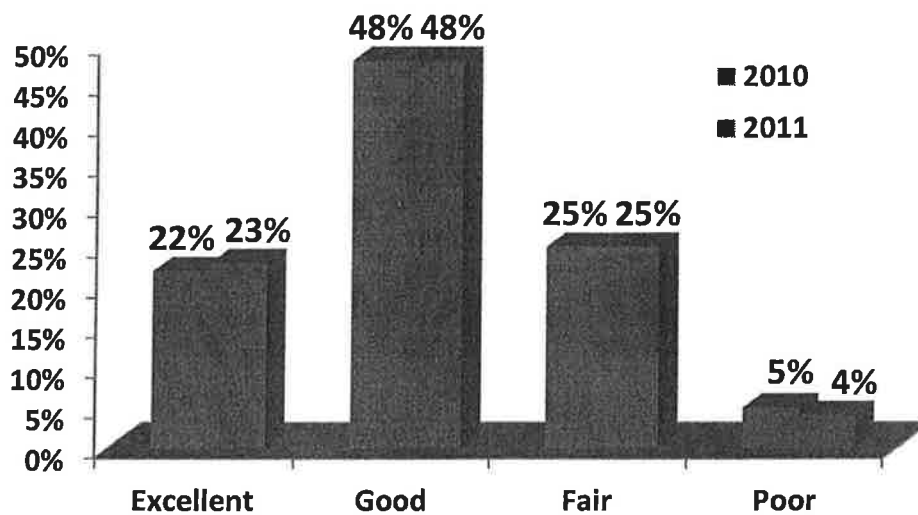
**How often do you visit the website of your local Chamber of Commerce?
2011**



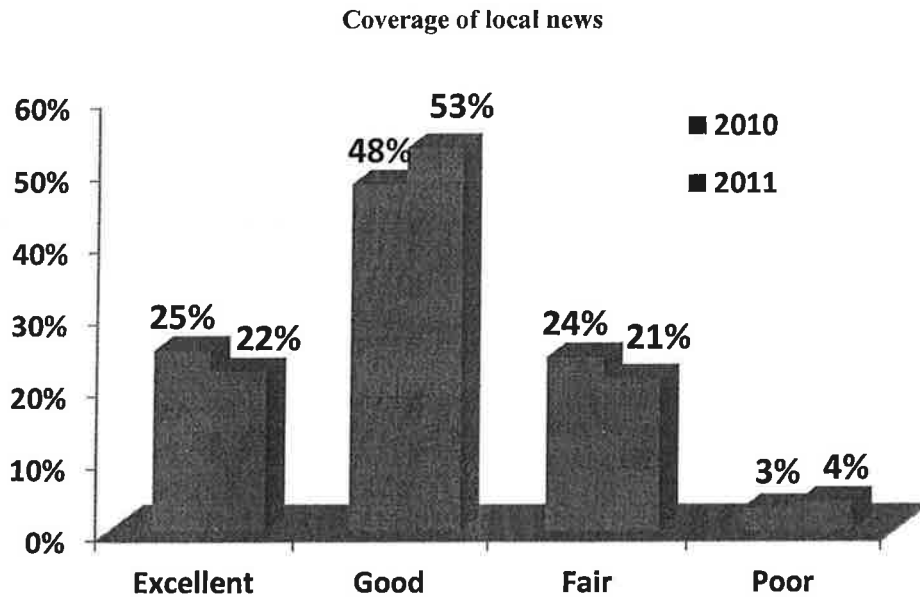
Evaluation of local newspapers both in print & online

Readers of the survey were asked to evaluate their local newspapers in terms of accuracy, coverage of local news, quality of writing, and fairness of reporting.

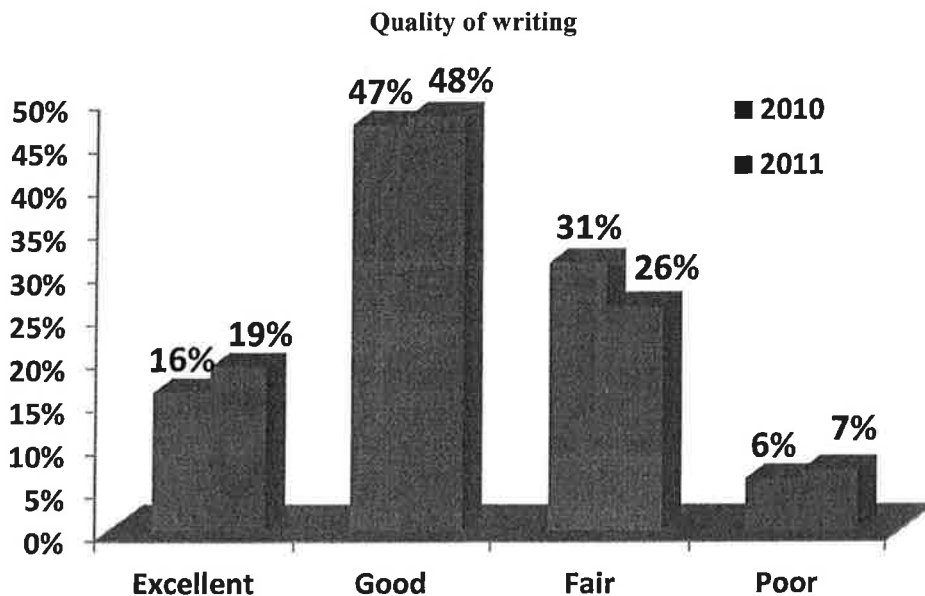
Accuracy of the local newspaper's coverage



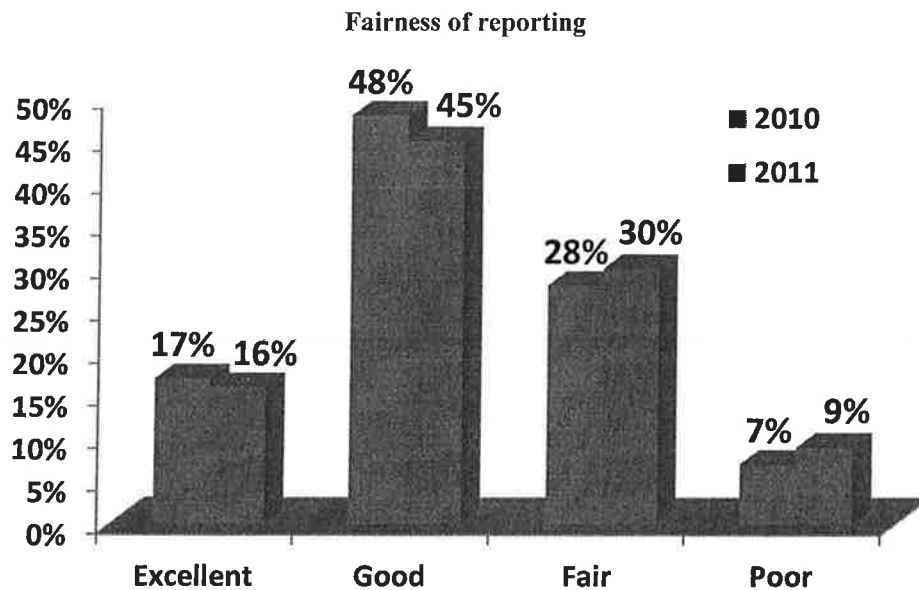
In both NNA surveys in 2010 and 2011, more than two-thirds of readers rated accuracy of local newspapers' coverage as either "excellent" or "good" (70% in 2010 and 71% in 2011).



In terms of coverage of local news, majority of readers gave satisfying marks as 73% in 2010 and 75% in 2011 thought local newspapers did an "excellent" or "good" job.

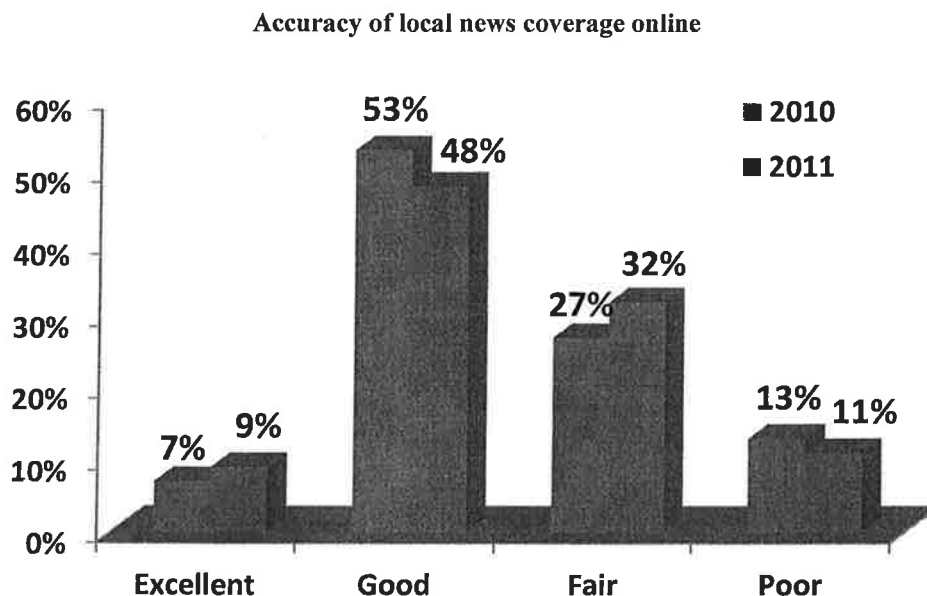


As shown above, 63% of readers in 2010 and 67% in 2011 rated quality of writing in their local newspapers as either "excellent" or "good." However, their ratings were lower than those in other evaluation measures, suggesting more room for improvement in quality of writing.

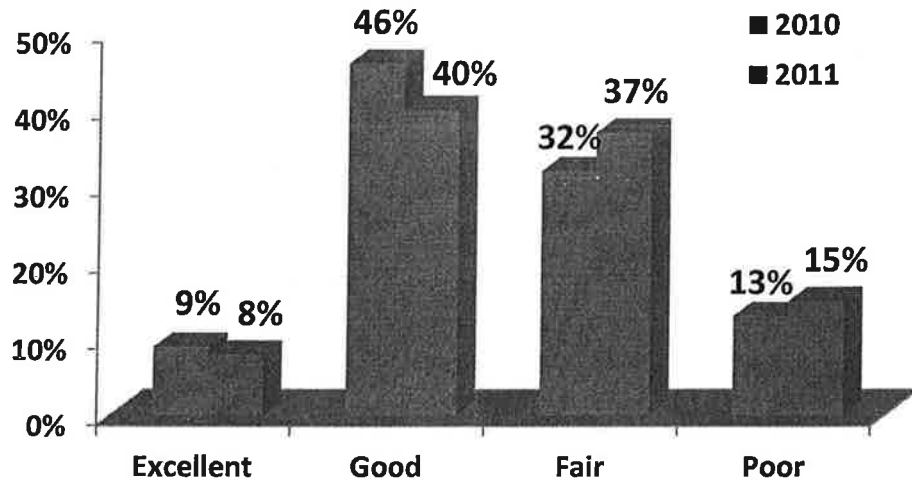


Similarly, readers gave equally satisfying evaluation marks to fairness of reporting in their local newspapers (65% thought it was either “excellent” or “good” in 2010 and 61% in 2011). On the other hand, more than one-third of readers (35% in 2010 and 39% in 2011) felt the newspapers did either a “fair” or “poor” job. When asked why they do not read local newspapers, five percent of respondents in 2010 and 11% in 2011 cited “too much bias/doesn’t have the news I like to read,” suggesting that local newspapers, either daily or non-daily, need to do a better job in “fairness of reporting” in order to sustain readership.

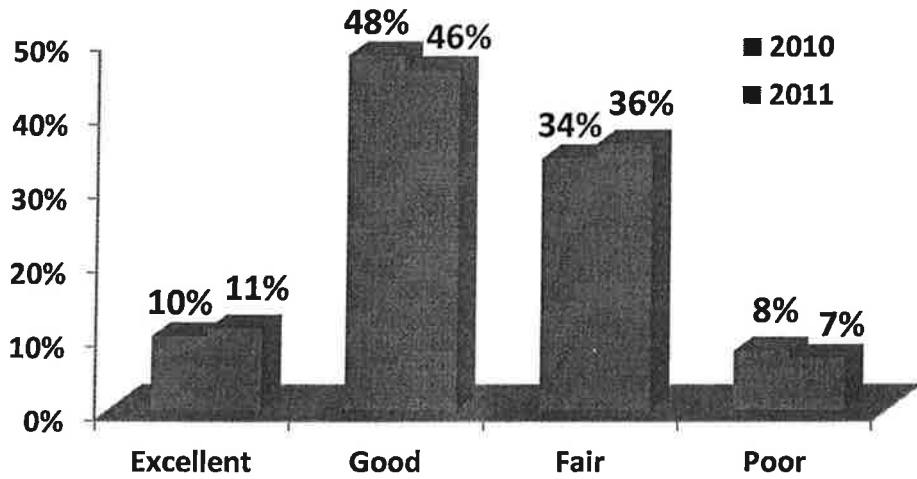
Those who went online for local news were also asked to evaluate the quality of local news coverage of Internet sources, other than the websites of local newspapers they had visited.



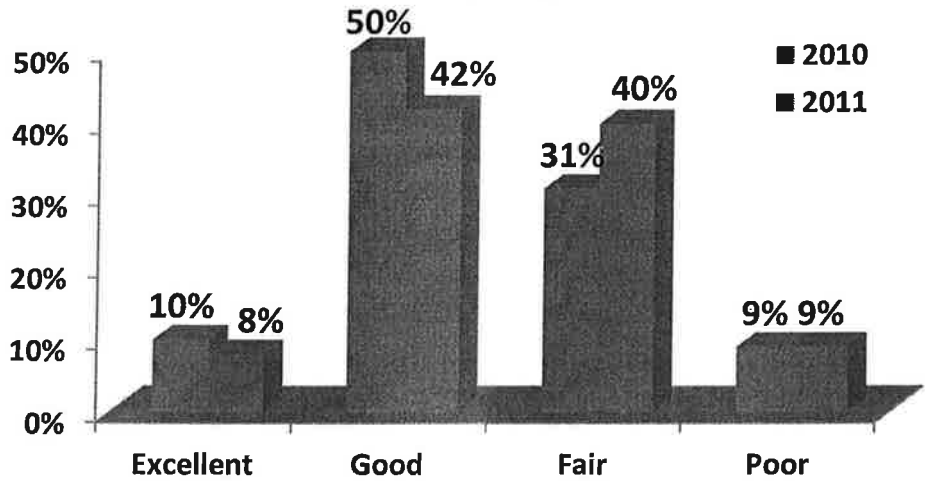
Coverage of local news online



Quality of news writing online



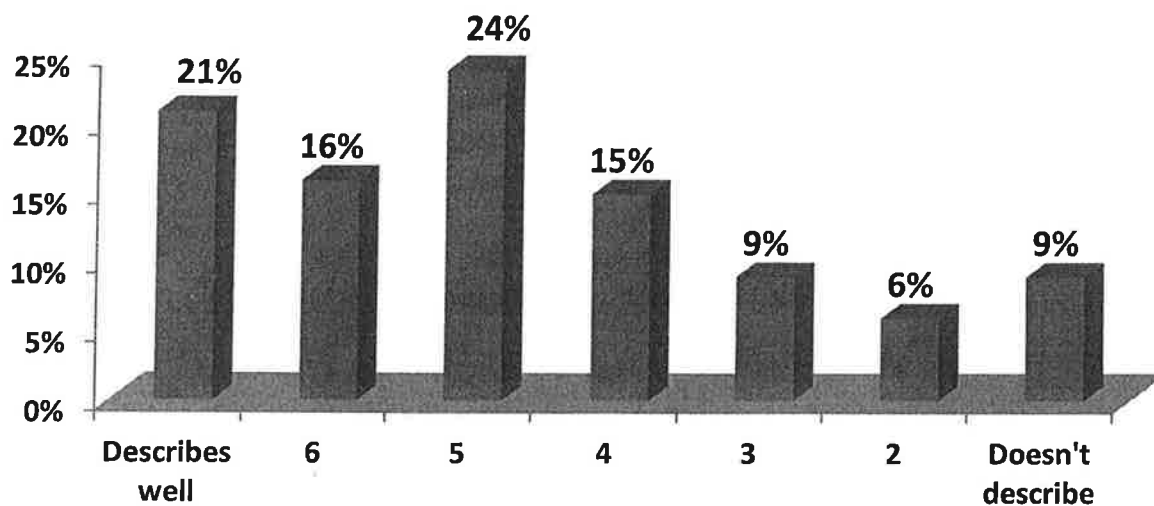
Fairness of reporting online



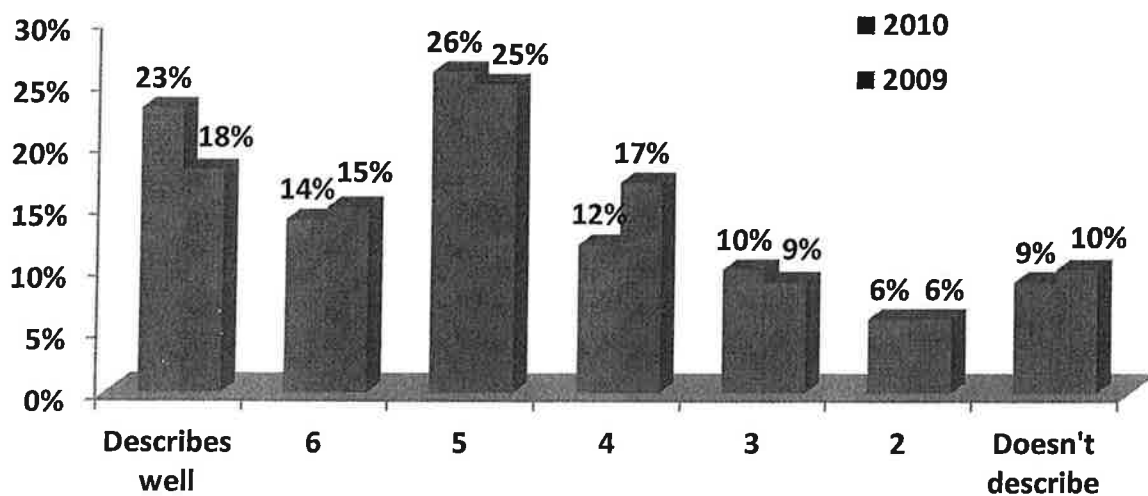
Evaluation of attributes of “good journalism” in local newspapers

As consistent with the design of the NNA research since 2009, the next set of questions of the 2011 survey was designed to see how readers would view the values of local newspapers. The items included “[Newspaper name] is a newspaper that I really trust,” “[Newspaper name] has stories for people with my particular interests,” “[Newspaper name] provides more background and depth than any other news source,” and so on. Respondent answered these questions on a 7-point scale where “1” is “Does not describe my newspaper” and “7” is “Describes my newspaper extremely well.”

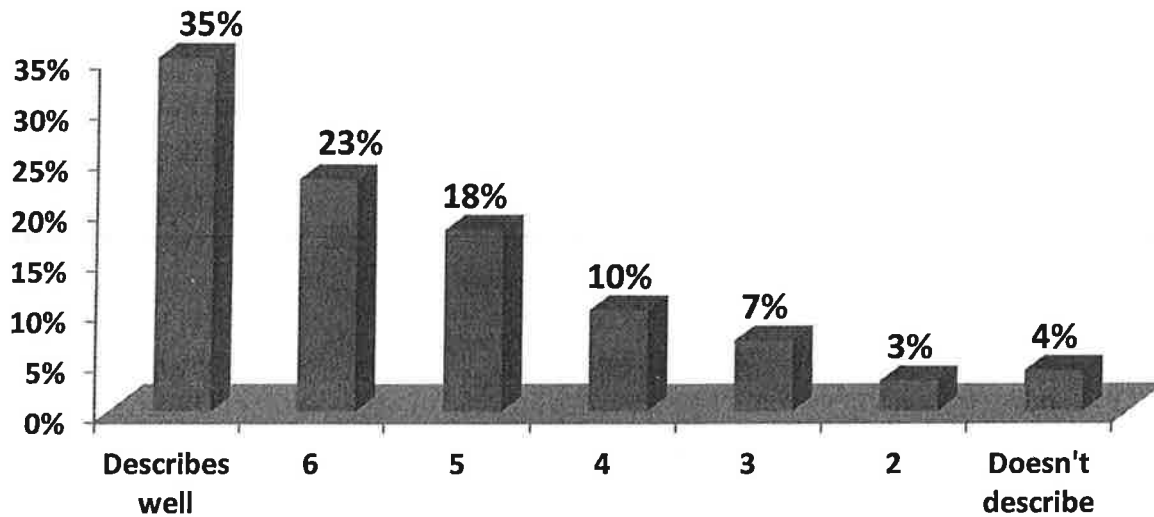
[Name of newspaper] is a newspaper that I trust more than other sources of news
2011



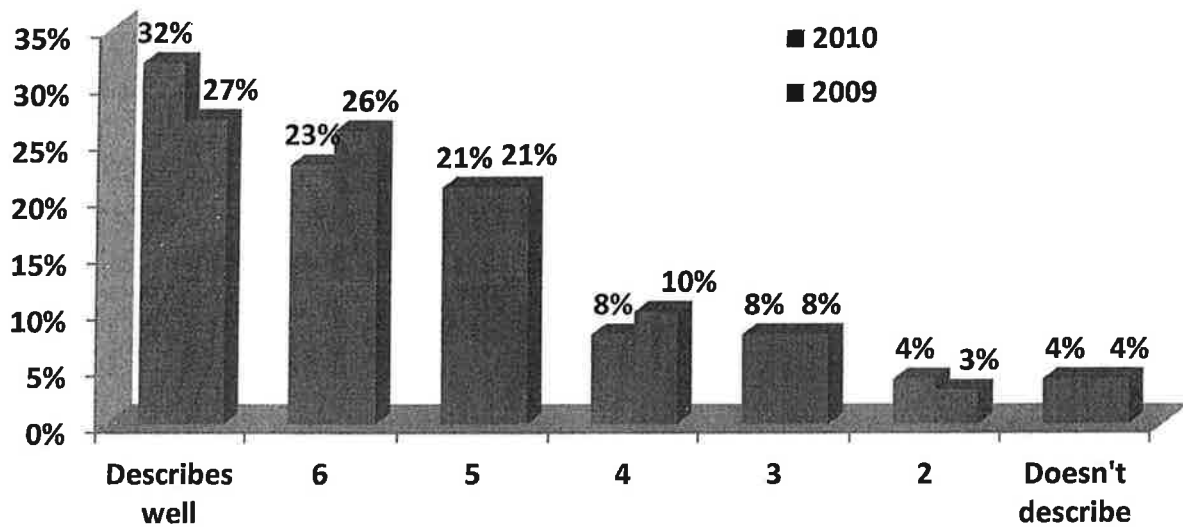
[Name of newspaper] is a newspaper that I trust more than other sources of news



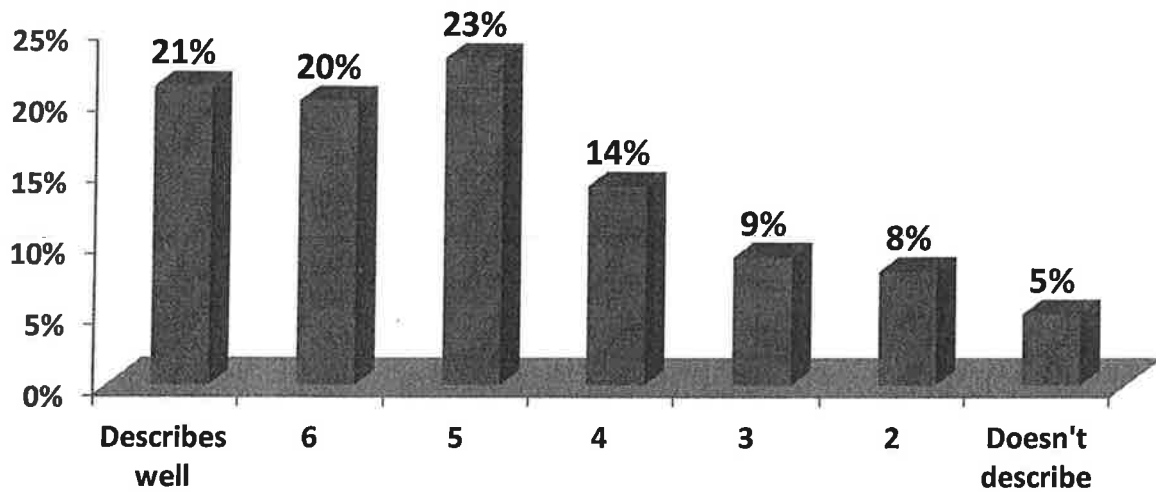
[Name of newspaper] really understands the things that are of special interest & importance to people who live in the area
2011



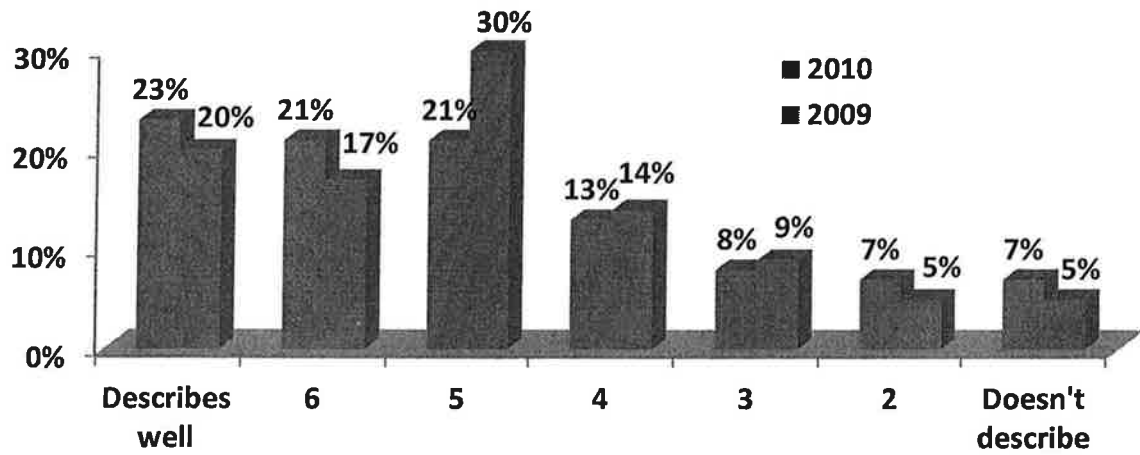
[Name of newspaper] really understands the things that are of special interest & importance to people who live in the area



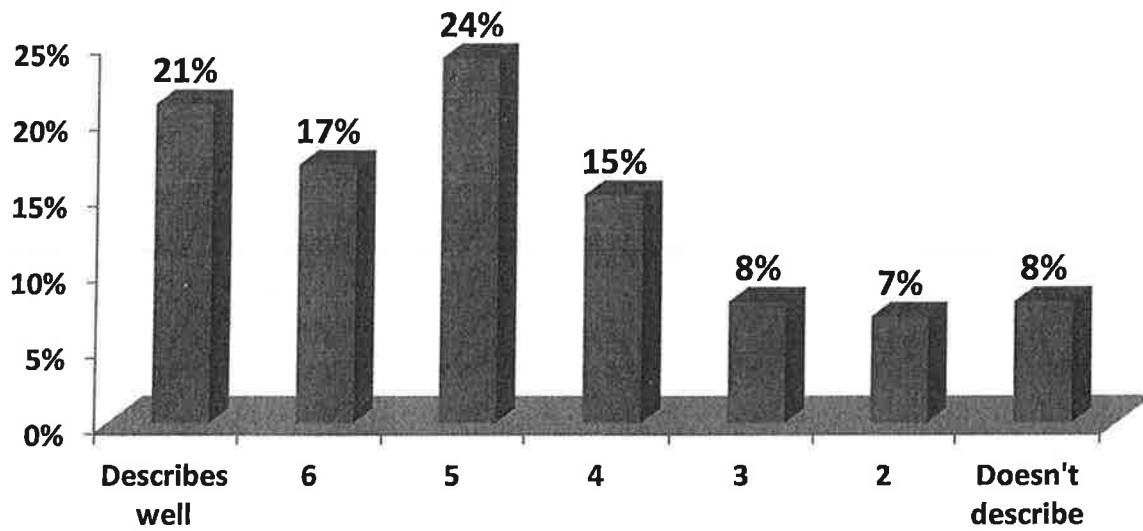
[Name of newspaper] has stories for people with my particular interests
2011



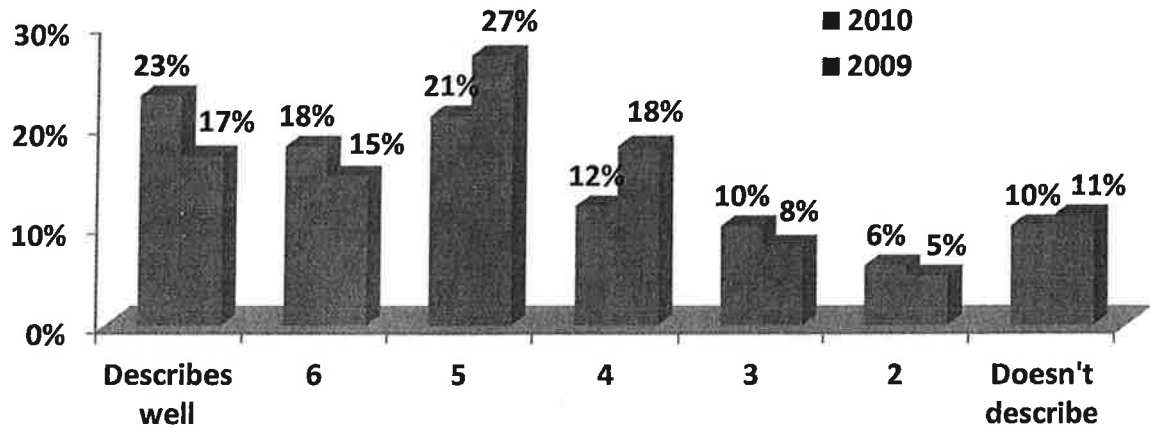
[Name of newspaper] has stories for people with my particular interests



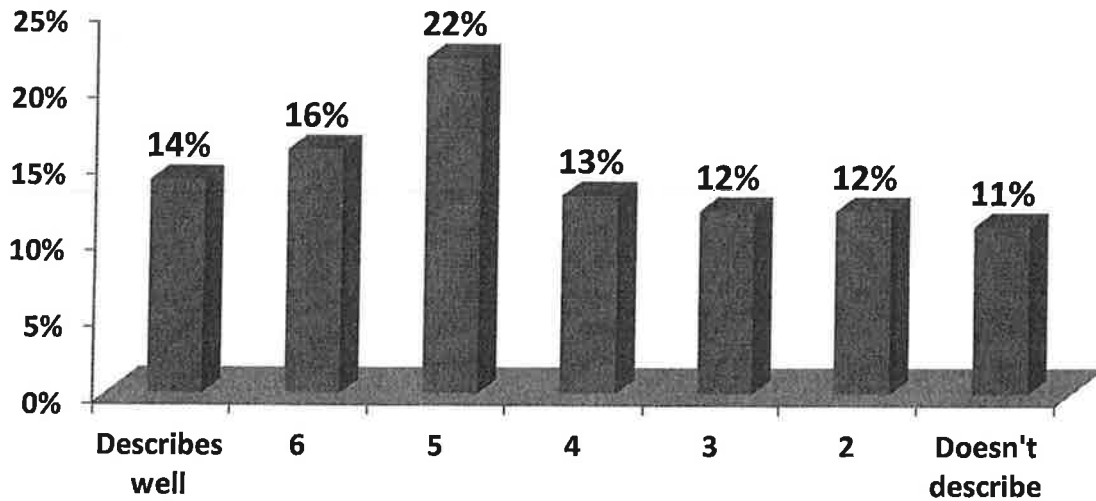
[Name of newspaper] really cares about people like me
2011



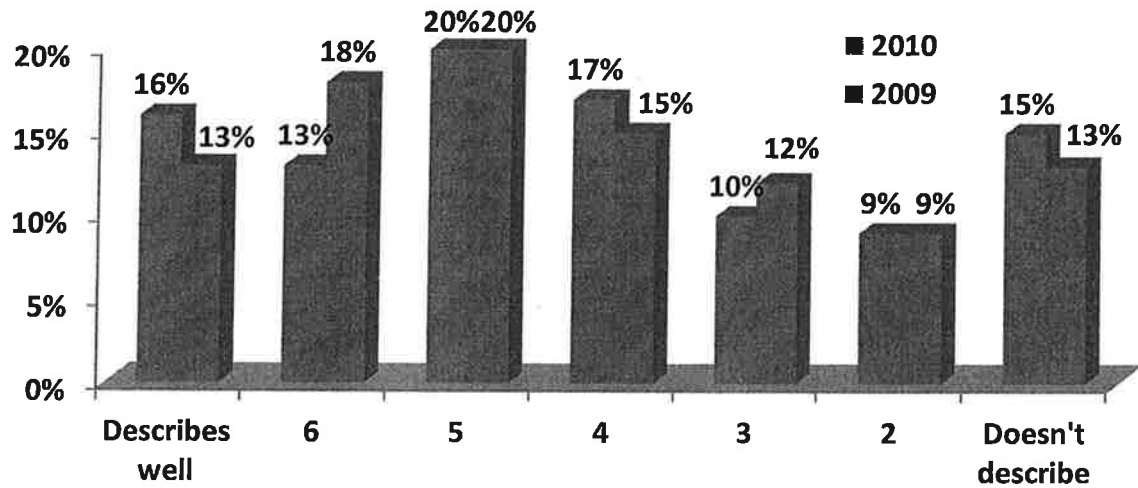
[Name of newspaper] really cares about people like me



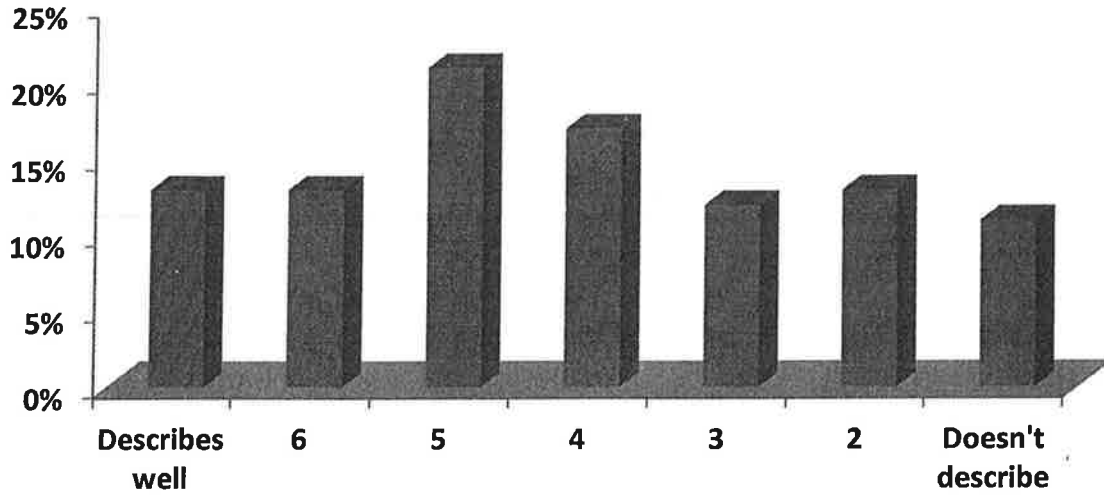
[Name of newspaper] does a better job than any other news source of helping me understand the news
2011



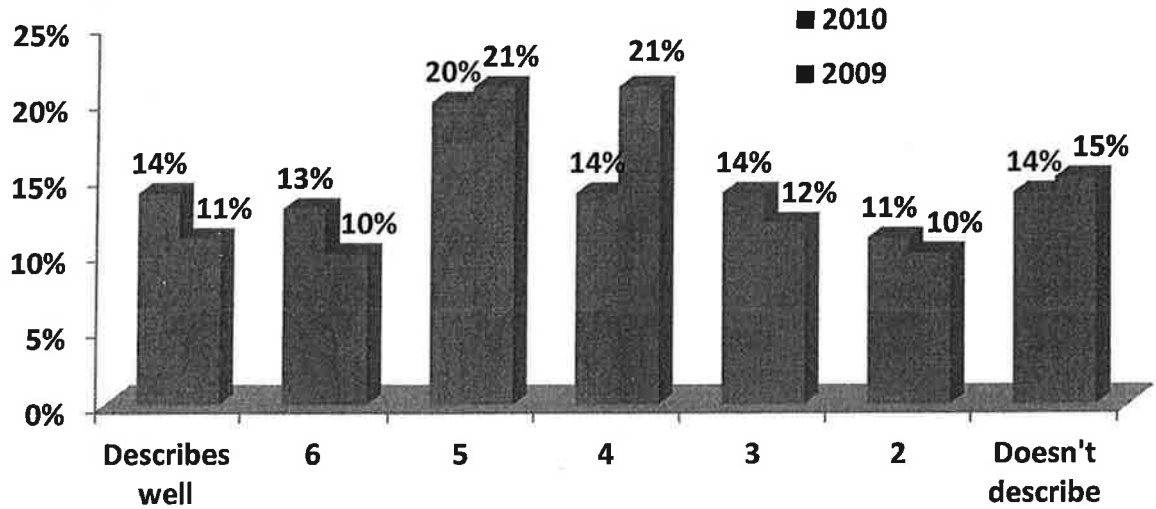
[Name of newspaper] does a better job than any other news source of helping me understand the news



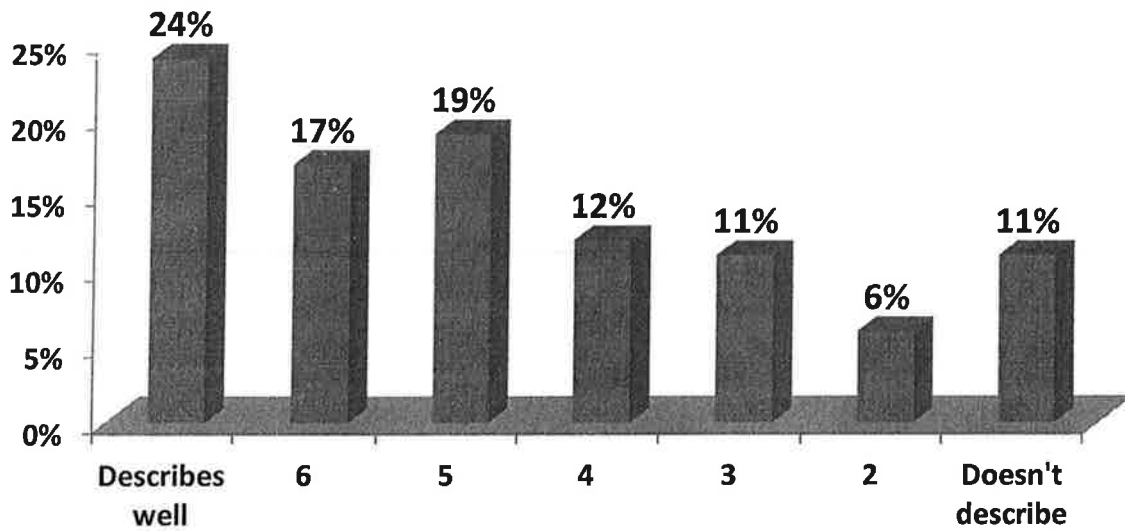
**[Name of newspaper] provides more background and depth than any other news source
2011**



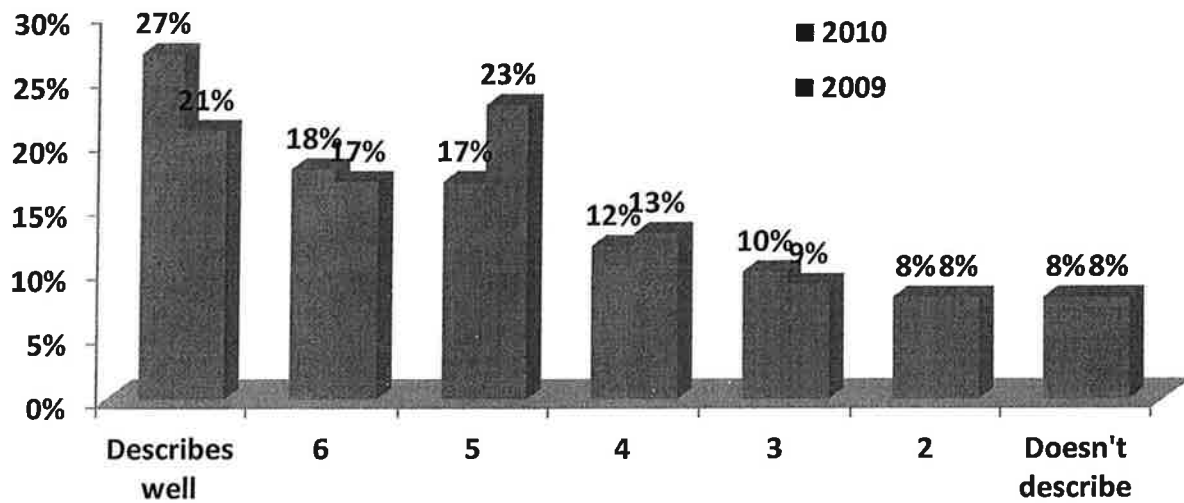
[Name of newspaper] provides more background and depth than any other news source



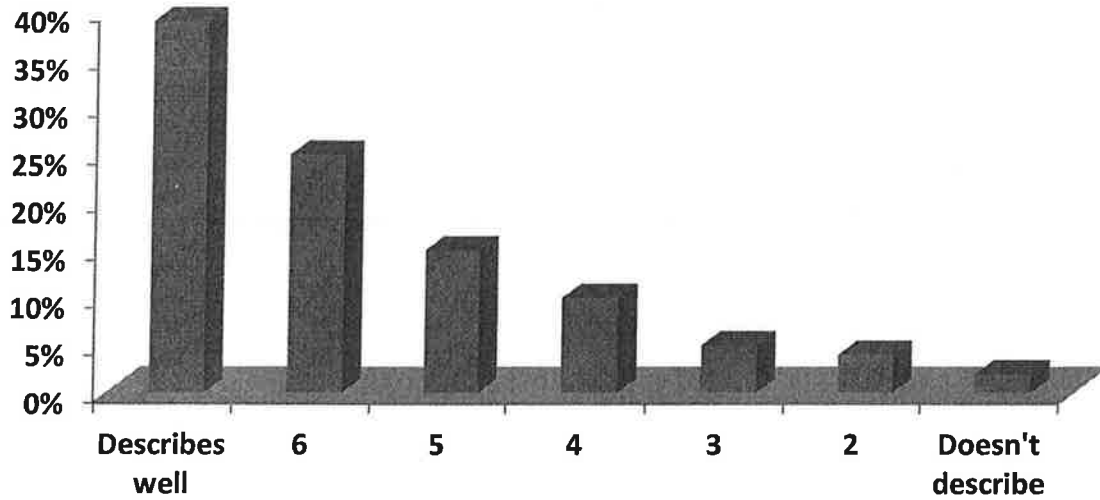
[Name of newspaper] is extremely useful to me personally
2011



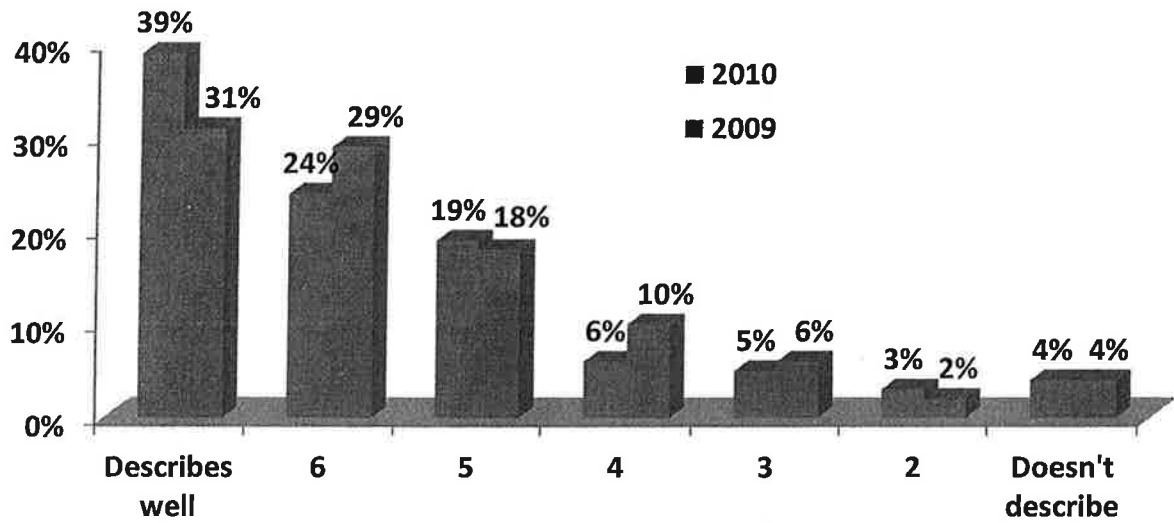
[Name of newspaper] is extremely useful to me personally



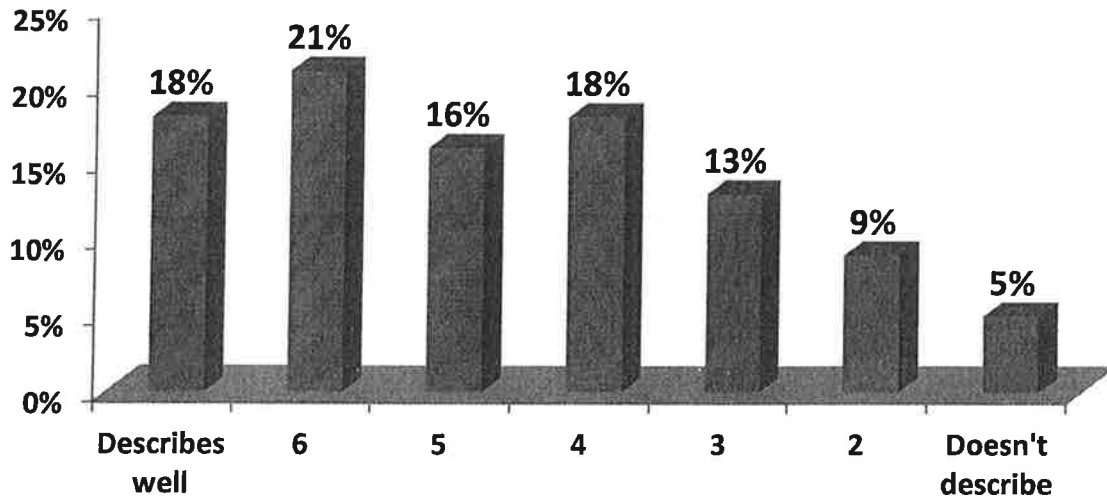
[Name of newspaper] is very well organized and easy to get through
2011



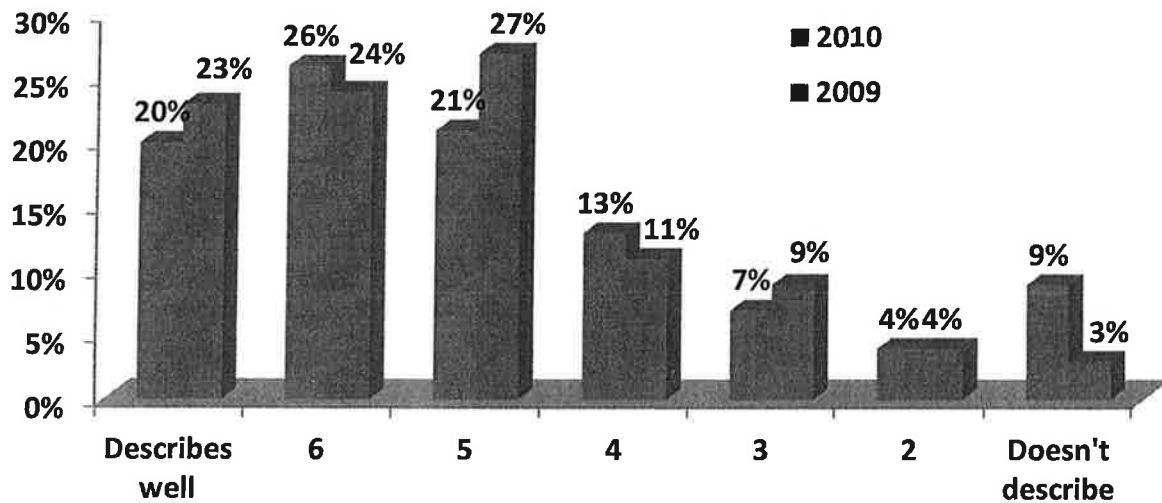
[Name of newspaper] is very well organized and easy to get through



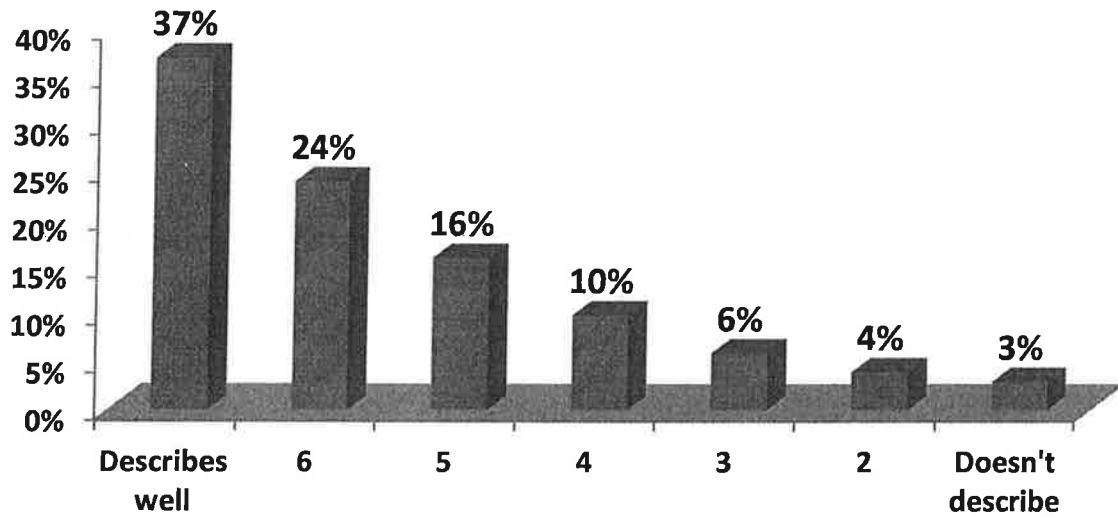
The website of the local newspaper is very well organized & easy to get through
2011



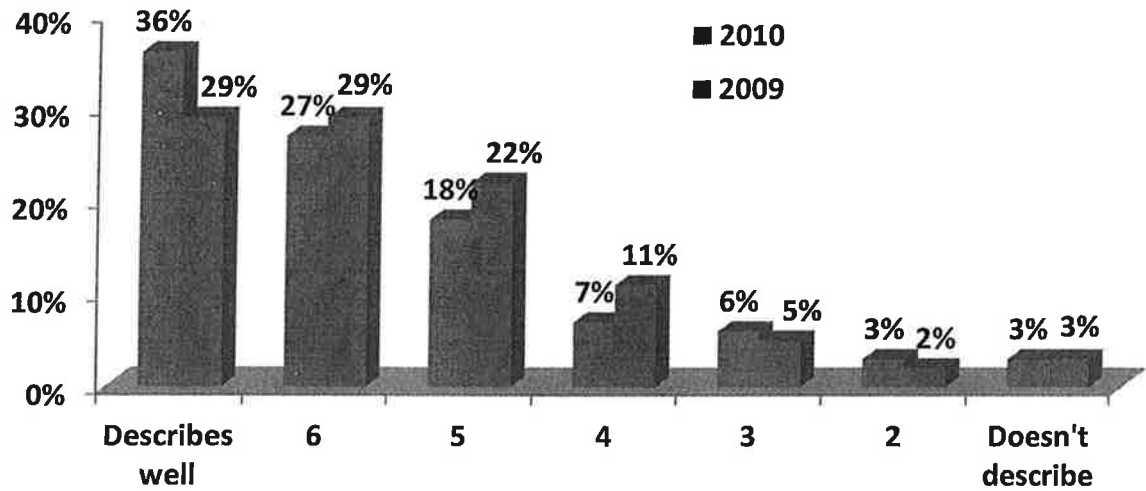
The website of the local newspaper is very well organized & easy to get through



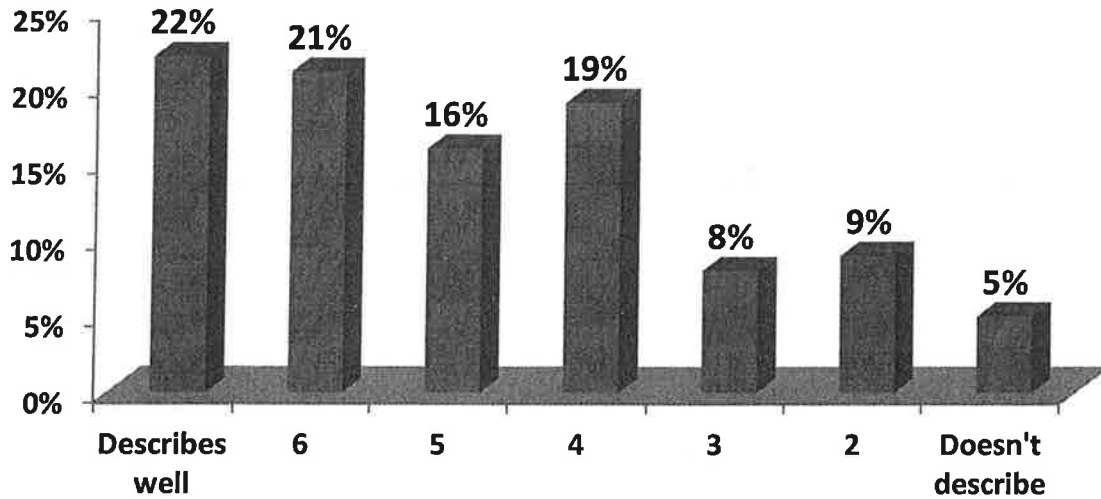
[Name of newspaper] makes it very easy to find the information I want
2011



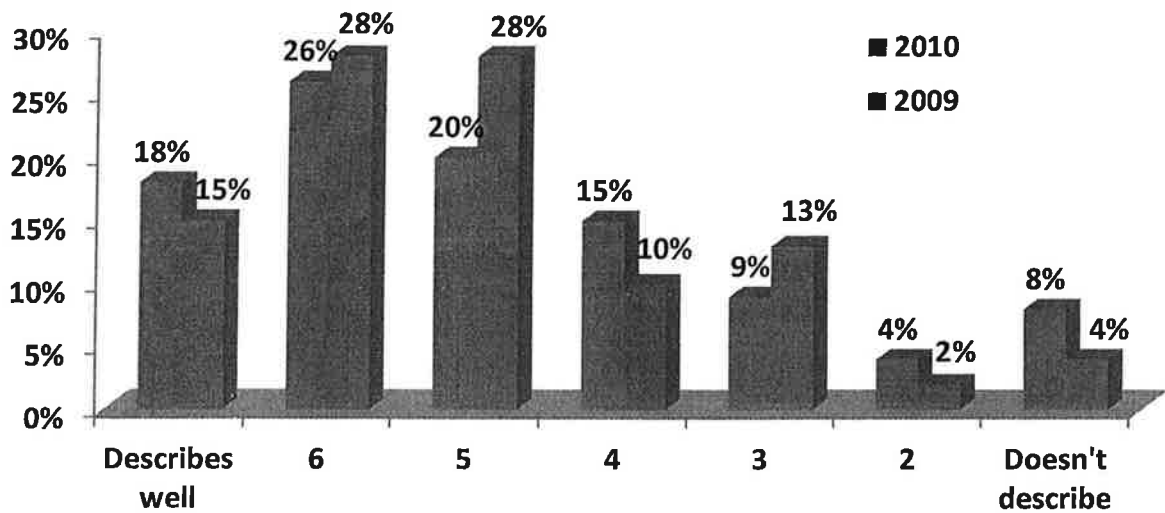
[Name of newspaper] makes it very easy to find the information I want



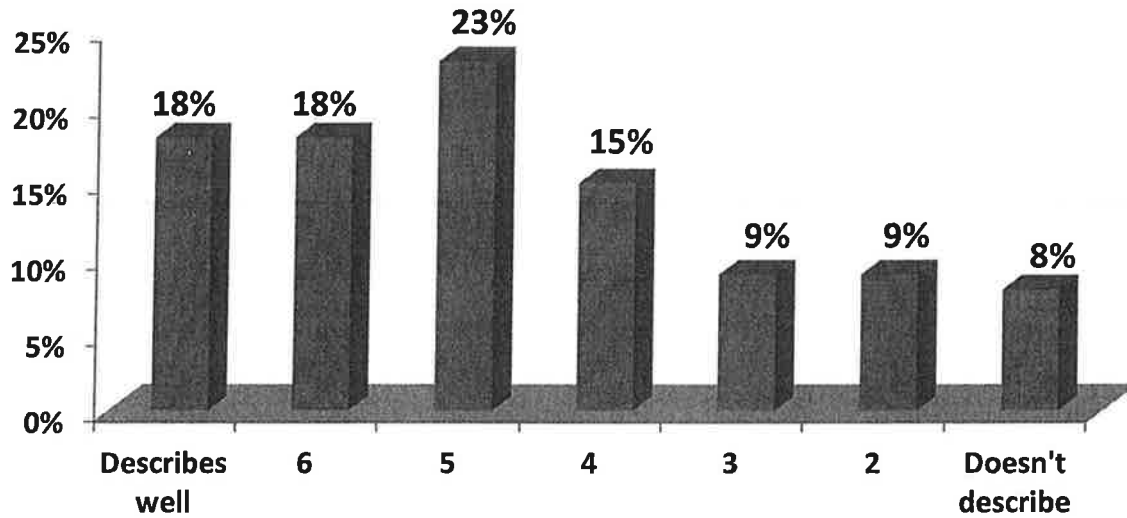
The website of the local newspaper makes it very easy
to find the information I want
2011



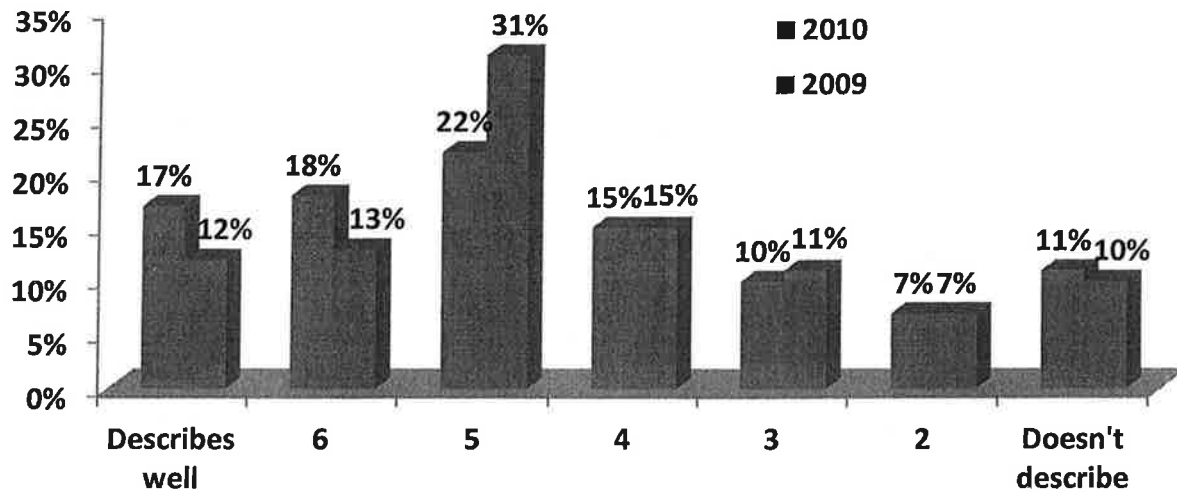
The website of the local newspaper makes it very easy
to find the information I want



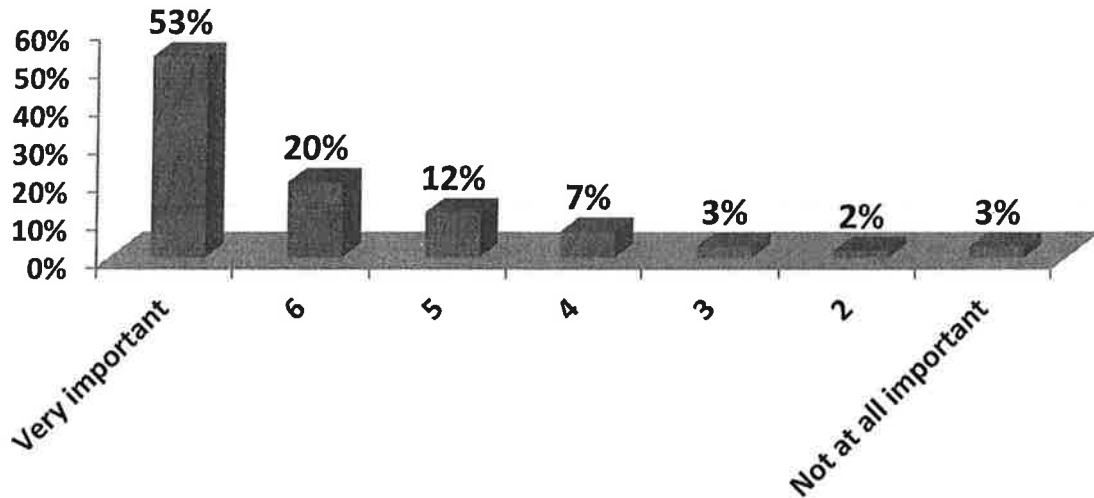
[Name of newspaper] gives me the information I need to hold government,
Civic and business leaders to a high level of accountability
2011



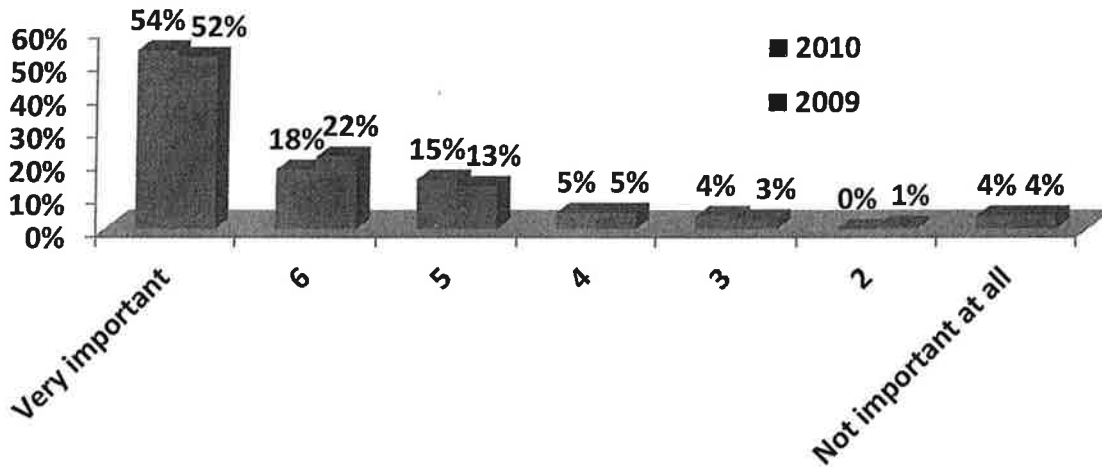
[Name of newspaper] gives me the information I need to hold government,
Civic and business leaders to a high level of accountability



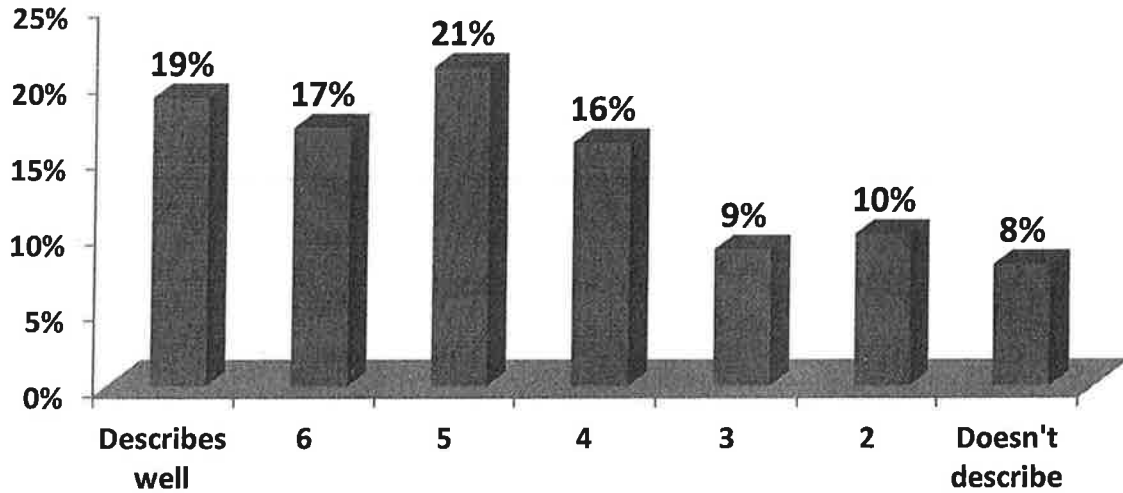
How important is it to you that the public, or the newspaper on the public's behalf, holds government, civic and business leaders to a high level of accountability?
2011



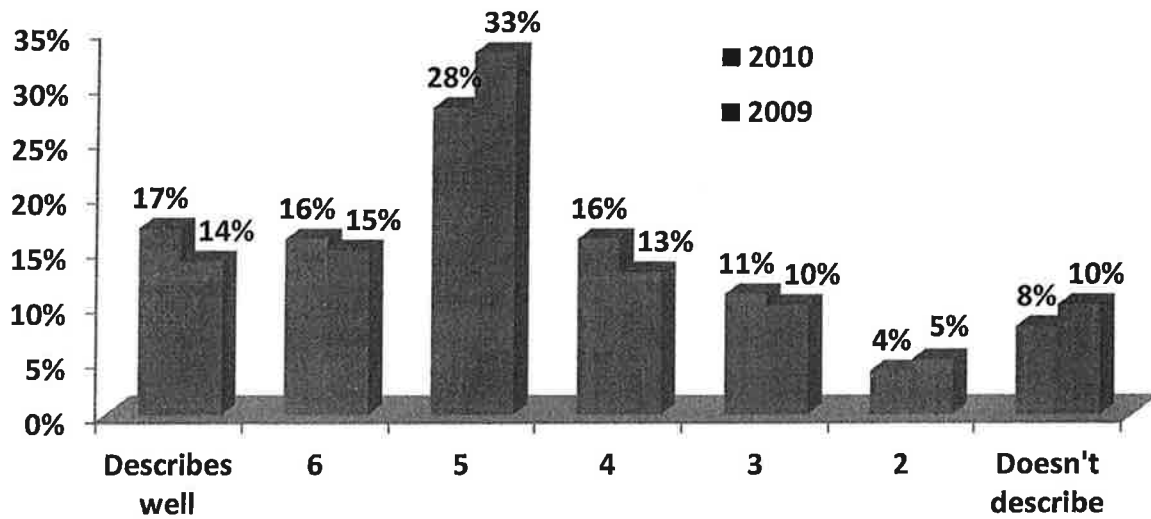
How important is it to you that the public, or the newspaper on the public's behalf, holds government, civic and business leaders to a high level of accountability?



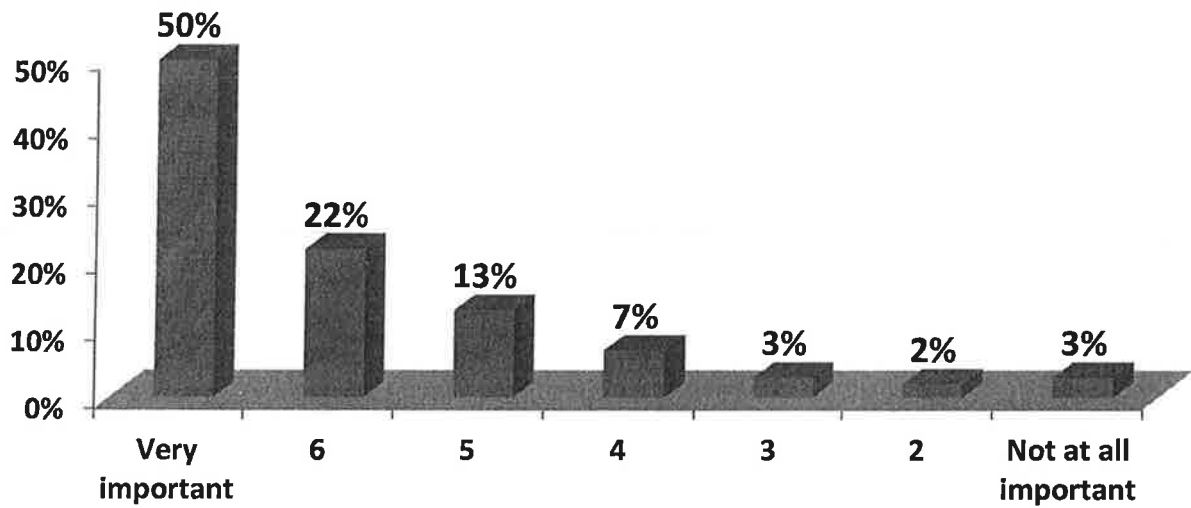
**[Name of newspaper] does an excellent job investigating claims and statements
made by government, civic and business leaders
2011**



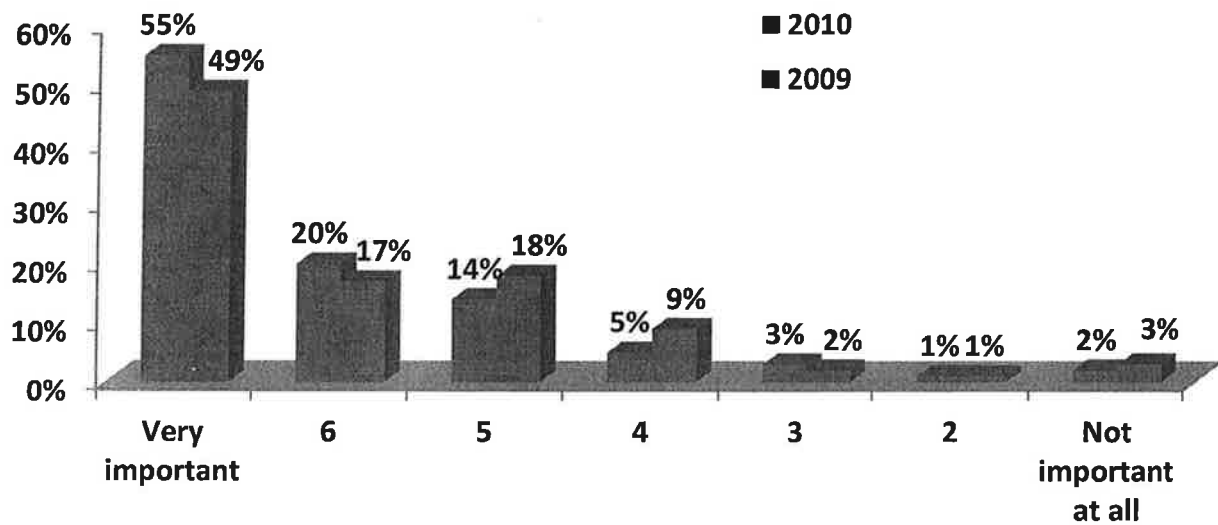
**[Name of newspaper] does an excellent job investigating claims and statements
made by government, civic and business leaders**



How important is it to you that the public, or the newspaper on the public's behalf, investigates claims & statements made by government, civic and business leaders
2011



How important is it to you that the public, or the newspaper on the public's behalf, investigates claims & statements made by government, civic and business leaders



Primary (& preferred) sources of information about local communities

As shown in Table 7A, solid readership of local newspapers in small cities and towns in the United States was evident as nearly 52% of respondents in 2011 selected “newspaper” as their primary source of information about what was happening in their communities. This finding should be more noticeable when taking into consideration the fact that two-thirds of the readers in the 2011 NNA research read non-daily newspapers.

TABLE 7A: Primary source of information about local communities

Description of sources	Percent (%) 2005	Percent (%) 2007	Percent (%) 2008	Percent (%) 2009	Percent (%) 2010	Percent (%) 2011
Newspaper	50.1	45.3	58.8	60.0	49.3	51.8
Television	16.1	20.6	10.8	13.8	16.0	13.2
Radio	8.7	5.7	6.6	4.6	5.5	5.6
Internet	2.0	3.6	3.4	5.8	7.7	7.4
Friends/Relatives	15.1	12.9	8.8	13.4	17.5	16.0
Co-workers	0.8	1.6	0.4	0.6	1.3	1.8
Newspaper & TV	0.8	1.6	n.a.	n.a.	n.a.	n.a.
Newspaper & Radio	0.8	1.0	n.a.	n.a.	n.a.	n.a.
Social media	n.a.	n.a.	n.a.	n.a.	n.a.	1.0
Others	2.6	5.9	5.0	1.0	0.7	1.6
Don't know/Not sure	3.0	1.8	6.4	0.8	1.9	1.6

(2005: n = 503; 2007: n = 505; 2008: n = 502. 2009: n = 500. 2010: n = 670. 2011: n = 500)

When asked about their preference for *the* source of information about local communities, 54% of residents preferred “newspaper” over other local media outlets such as television, radio, and etc.

TABLE 7B: Where do you *prefer* to get news about your local community?

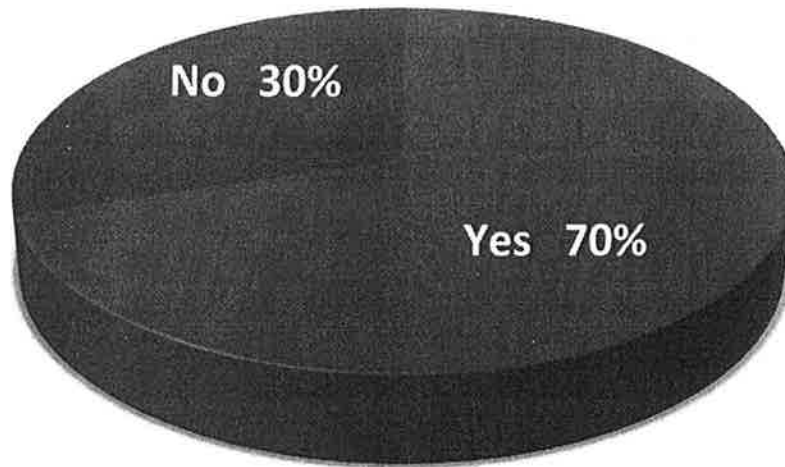
Description of sources	Percent (%) 2007	Percent (%) 2008	Percent (%) 2009	Percent (%) 2010	Percent (%) 2010
Newspaper	46.9	63.7	61.4	50.9	54.0
Television	18.6	10.0	11.2	16.3	14.6
Radio	5.7	5.4	4.8	6.7	7.2
Magazine	n.a.	n.a.	0.2	n.a.	n.a.
Internet	4.6	5.2	5.0	8.5	8.0
Friends/Relatives	8.5	5.2	9.2	11.9	11.0
Co-workers	0.2	1.4	1.2	1.3	0.8
Newspaper & TV	1.8	n.a.	n.a.	n.a.	n.a.
Newspaper & Radio	0.8	n.a.	n.a.	n.a.	n.a.
Others	7.7	6.0	3.4	0.7	1.0
Don't know/Not sure	5.1	3.2	3.6	3.6	3.4

(2007: n = 505; 2008: n = 502. 2009: n = 500. 2010: n = 670. 2011: n = 500)

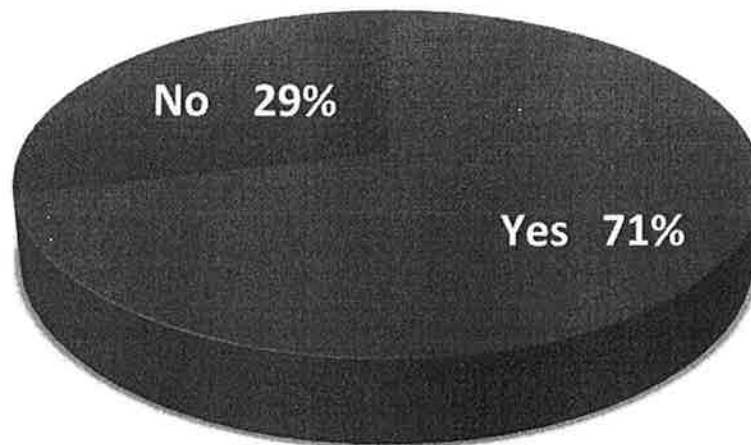
Access to and usage of the Internet

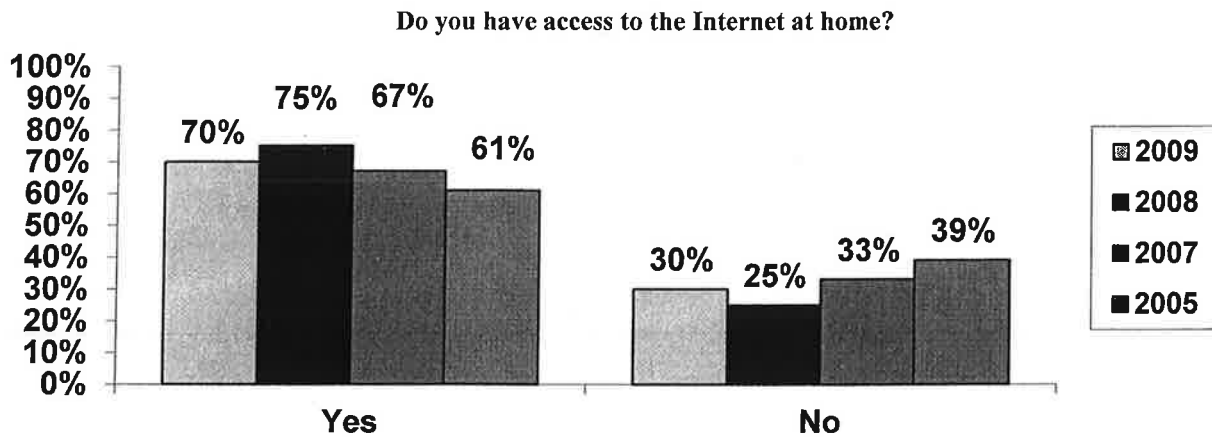
Consistent with previous NNA research, 70% of the 2011 survey participants in small towns and cities had access to the Internet at home.

**Do you have access to the Internet at home?
[2011]**



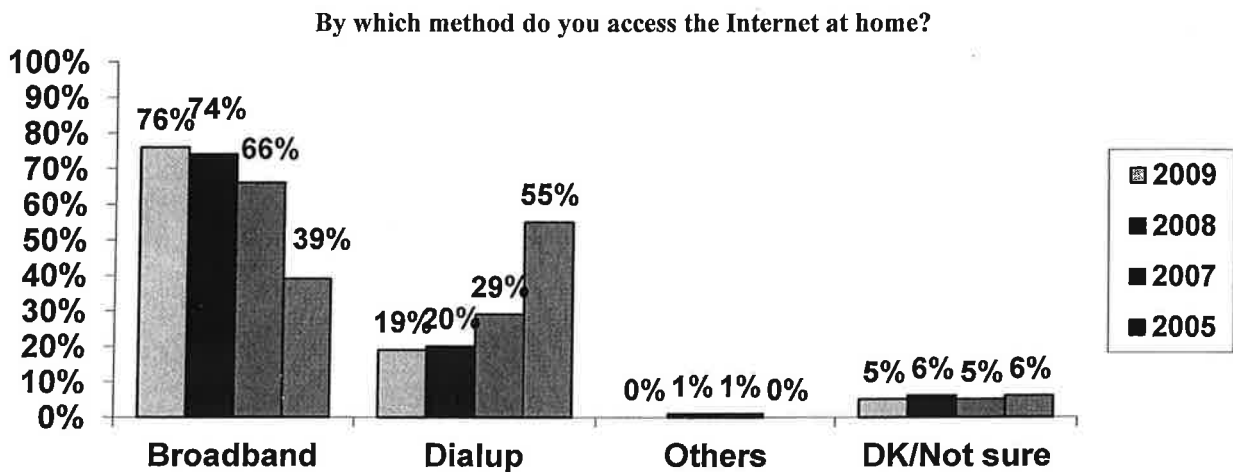
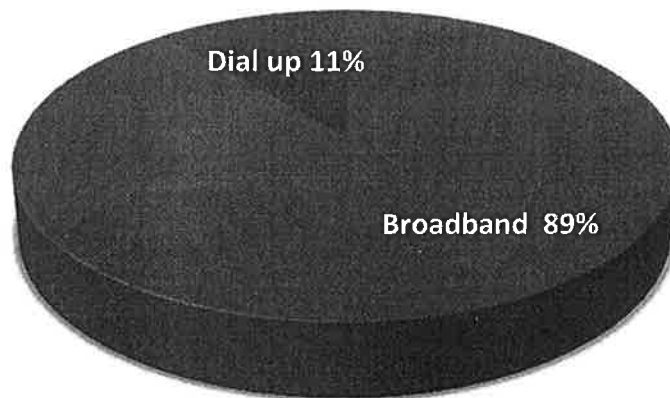
**Do you have access to the Internet at home?
[2010]**



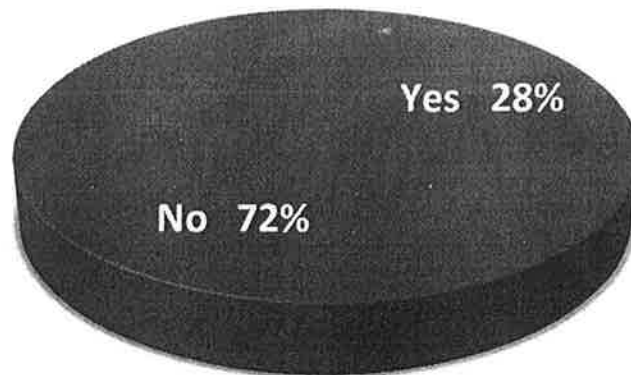


Nearly 9 out of 10 residents (89%) used broadband Internet technology (e.g., DSL, cable modem, WiFi, etc.) to access the Internet.

**By which method do you access the Internet at home?
2011**

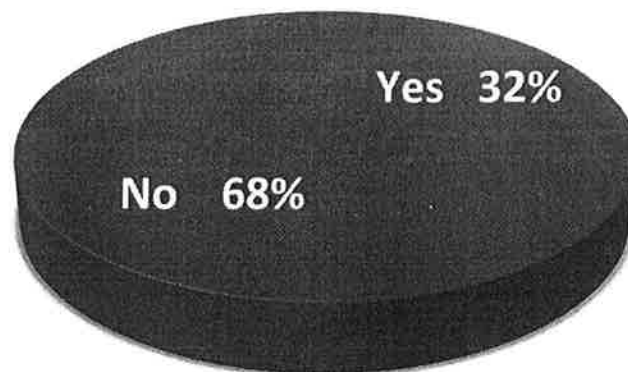


During the past month, have you visited the website of the local newspaper?
[2011]

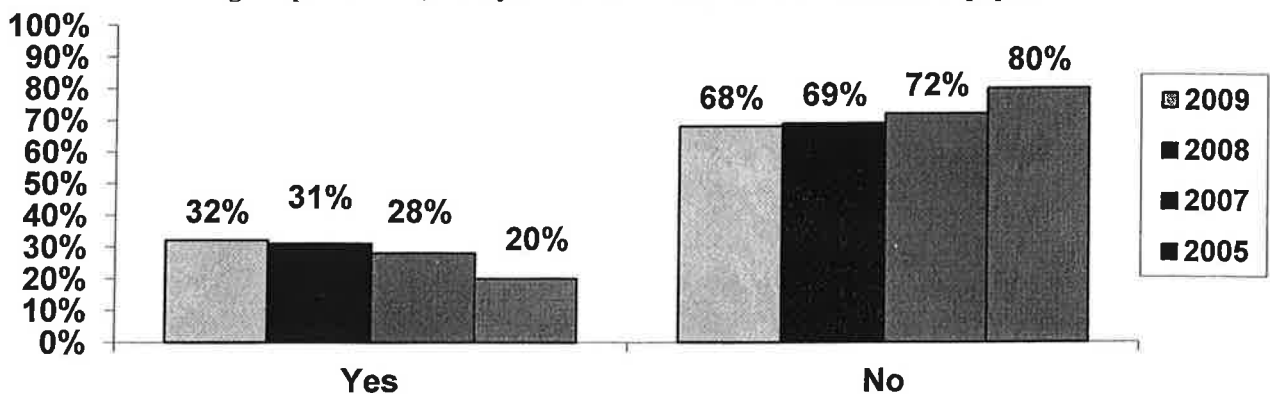


As shown above, nearly 3 out of 10 residents (28%) that had access to the Internet visited the website of their local newspapers during the past month. Review of all the NNA research since 2005 (see below) shows that the percentage of Internet users in small cities and towns that visited local newspapers' websites has been steady ranging from 20% to 32%.

During the past month, have you visited the website of the local newspaper?
[2010]

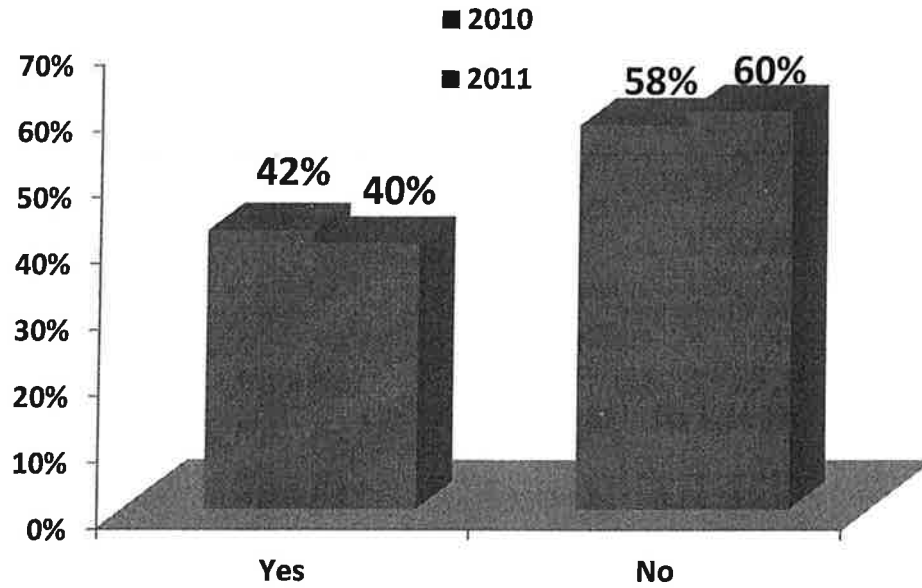


During the past month, have you visited the Web site of the local newspaper?

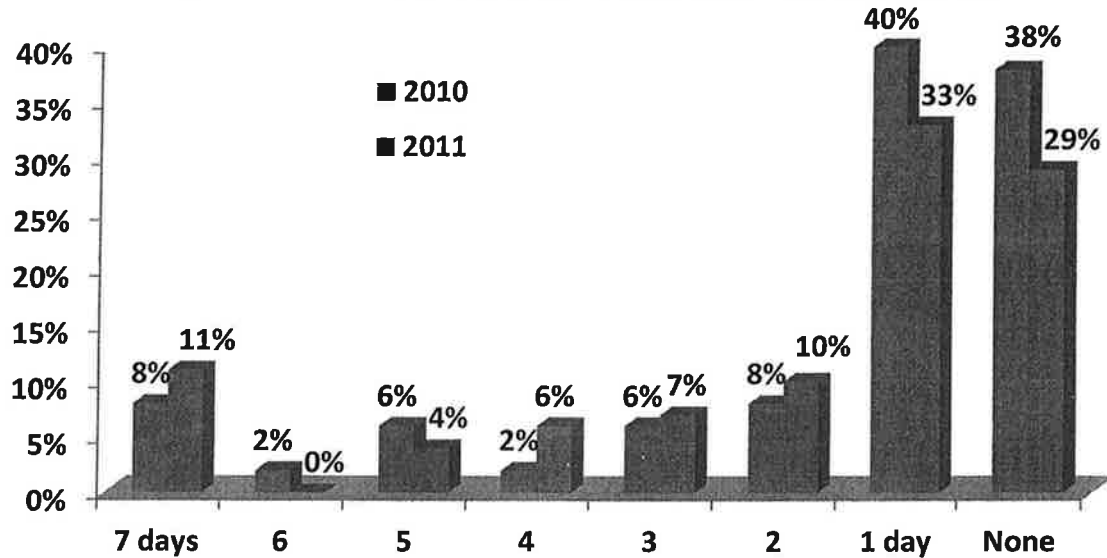


Similar to the 2010 finding, 40% of those who had access to the Internet in 2011 had visited other websites for local news and information.

Have you visited other Web sites for local news & information?



In a typical week, how many days do you visit the local newspaper's Web site?



Respondents were also asked about what they liked the most and the least about the websites they visited. Their responses can be found in Appendix B – Open-Ended Responses.

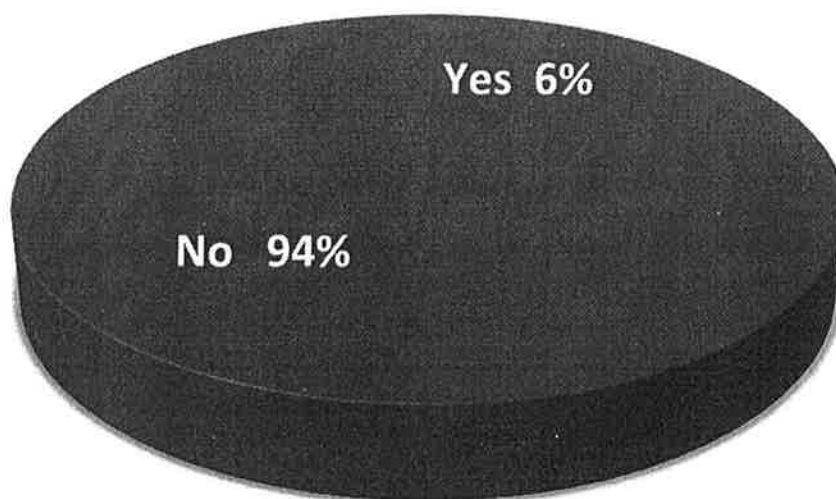
Experience of paid content models in local newspapers

New to the 2011 NNA survey were question items about whether local residents who visited the websites of local newspapers had experienced any paywall online. The purpose was to see if local newspapers nowadays charge users for their online content and, if so, how readers evaluate the effectiveness of the paid content models.

Do you pay to view the content on the website?

2011

[n = 98]



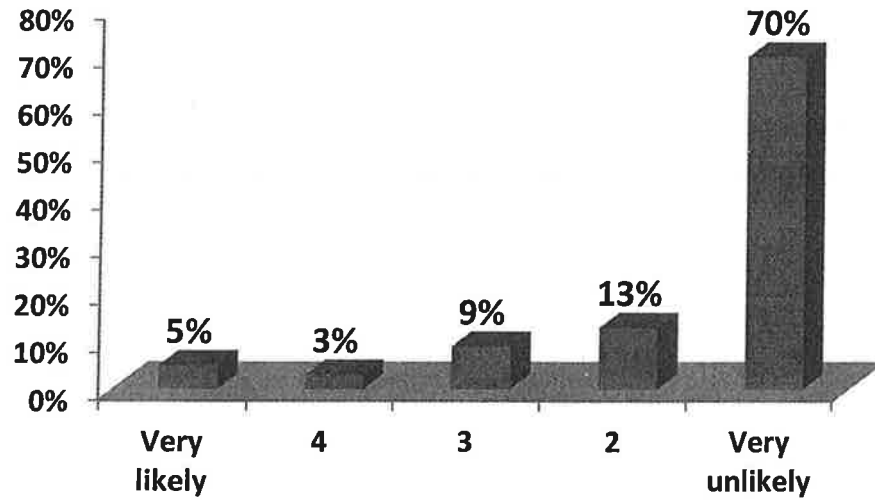
Of those who visited the websites of local newspapers, six percent said they experienced paywall, and 94% did not, suggesting that the practice of paid content models in daily and weekly newspapers in small cities and towns is in its very early stage.

The survey also asked those who experienced paywall how they paid for the online content (e.g., through a metered approach, etc.). The results are not reported here because the effective sample size was too small for the numbers to be statistically meaningful.

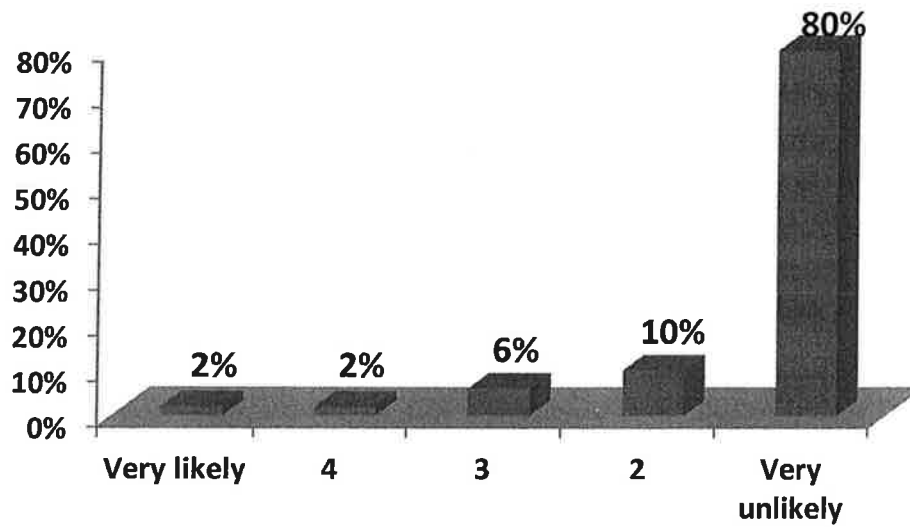
Likelihood of paying for content online & on mobile devices

Also new to the 2011 survey were three additional measures designed to see if local residents in small cities and towns would pay to view content of local newspapers if they were available on the Internet, mobile devices such as iPhone, and tablet such as iPad 2. Responses were coded on a 5-point scale where 5 was “very likely” and 1 was “very unlikely.”

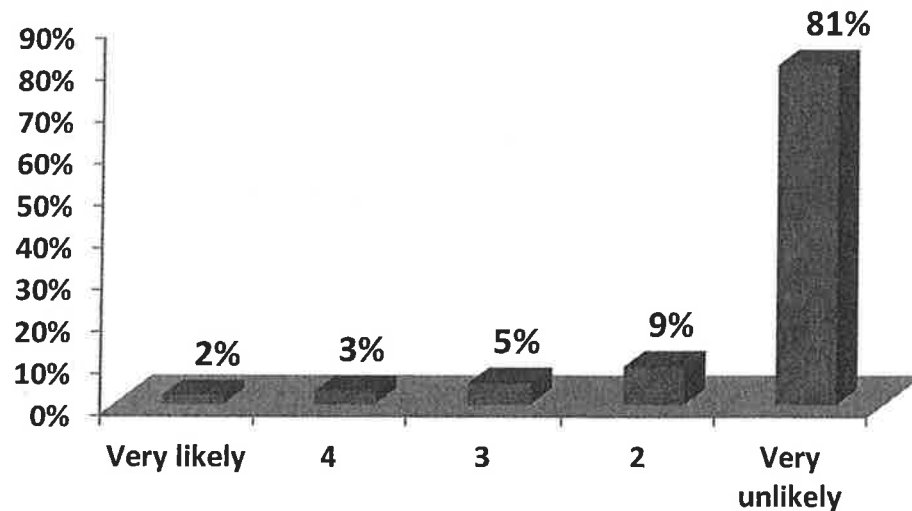
How likely is it that you would pay to view the content if your local newspaper was available on the Internet?
2011



How likely is it that you would view the content of your local newspaper if it were available on MOBILE devices but you had to pay to view it?
2011



**How likely is it that you would view the content of your local newspaper on a tablet such as the iPad2 if it were available but you had to pay to view it?
2011**



The survey shows that a combined 83% of readers of local newspapers in small cities and towns today said that it would be either “somewhat unlikely” or “very unlikely” for them to read the content if it were available on the Internet; 90% (combining responses of “somewhat unlikely” and “very unlikely”) would not view the content of local newspapers on mobile devices and tablet if it were available and they had to pay to view it.

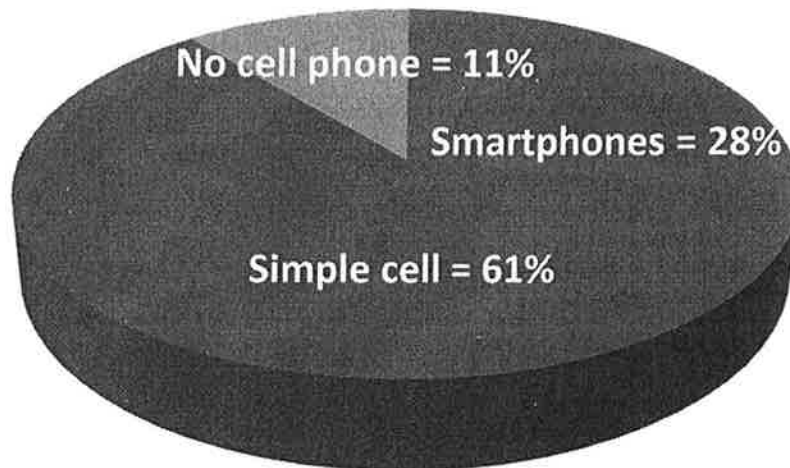
Multivariate regression analysis shows that the three likelihood measures were negatively and significantly associated with age, suggesting that younger adults in small cities and towns would view the content of local newspapers online and on mobile devices and table if it were available more likely than their older counterparts. Other demographic measures such as gender, education, total household annual income, and etc. did not play a significant role in their responses to the questions.

These findings imply that in small cities and towns in the United States today the perception that information online ought to be free may play a large role in the mindset of local residents about whether local newspapers should charge their content online or not. Their responses to the three questions may also be influenced by the fact that not many local newspapers in small cities and towns are charging users for online content, and hence majority of the readers have not had experience in seeing how paid content models work on the Internet, mobile devices, and tablet. In addition, the results reinstate the importance of attracting young audience to the online presence of local newspapers since younger adults have a higher probability of viewing the content online than older adults.

Use of mobile devices for news & information

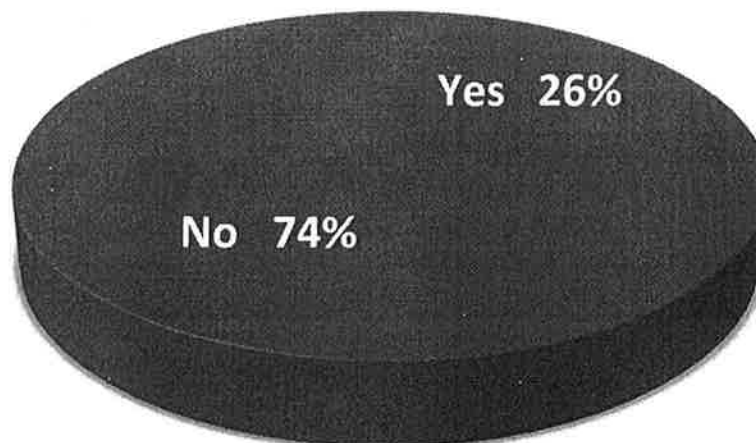
Because of the rising popularity of mobile devices such as smartphones, a number of question items were added to the 2011 NNA survey to measure (1) obsession of smartphones, (2) use of mobile devices for news and shopping information, (3) credibility of mobile devices in comparison to that of print newspaper, and (4) likelihood of using mobile phones for news and shopping information in the future.

Which of these types of phones do you have?
2011

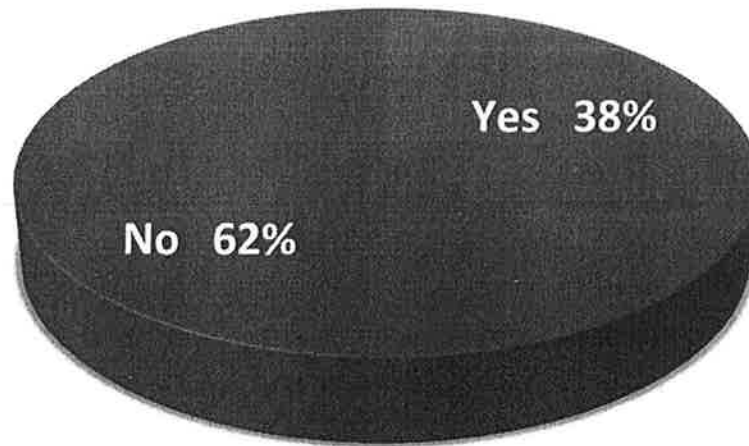


As shown above, 28% of local residents in small cities and towns had smartphones, 61% simple cell phones, and 11% did not cell phones.

**Have you accessed the local news with your mobile phone
within the last 30 days?**
[n = 137]



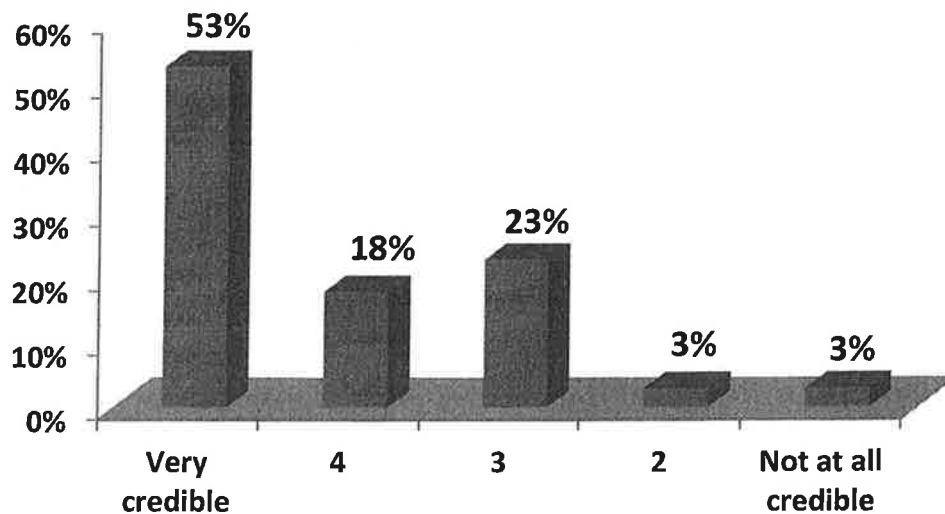
**Have you accessed shopping information with your mobile phone
within the last 30 days?**
[n = 137]



Slightly more than one-fourth of smartphone owners (26%) had accessed local news on their mobile phones with the last 30 days. More than one-third of those who had a smartphone had accessed shopping information on their mobile phones with the last 30 days. These findings suggest that in small cities and towns smartphone owners make good use of their mobile devices for both local news and shopping information.

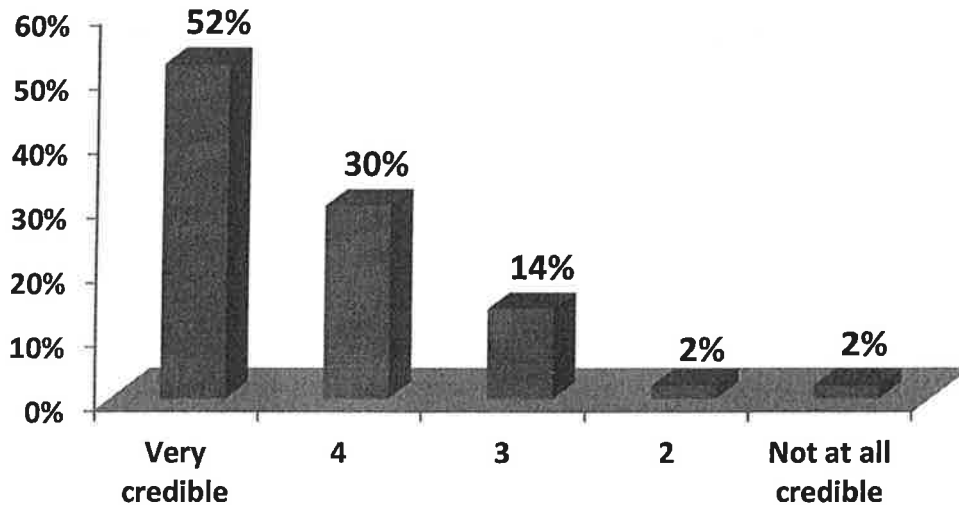
As shown below, 71% of those who used their mobile devices for local news thought the news was either “very credible” or “somewhat credible.” However, caution is recommended in interpreting the finding because the effective sample size was small.

The local news you access on your mobile phone
[n = 35]

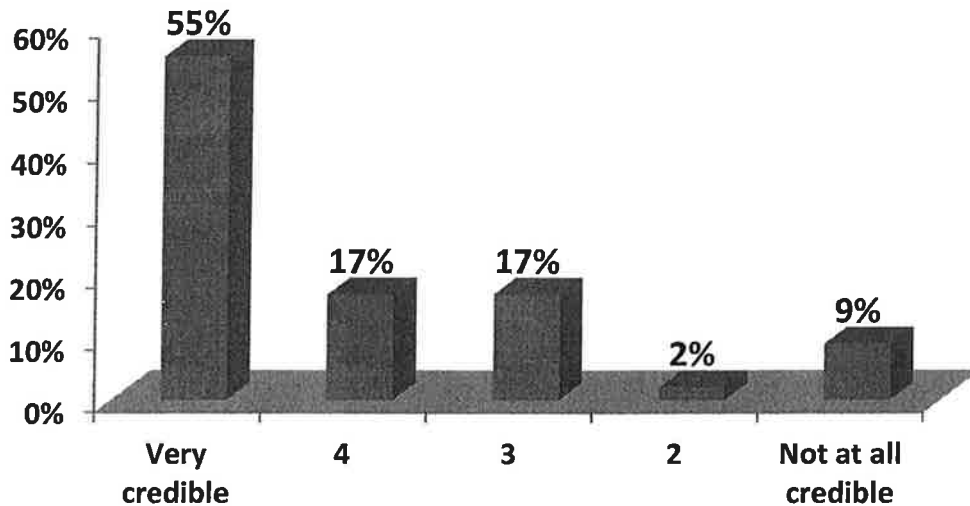


Similarly, those who used their mobile devices to access shopping information were asked how credible the information was. The survey shows that a combined 82% thought the information was either “very credible” or “somewhat credible.” Again, caution needs to be taken in understanding the result because the effective sample size was small.

**The shopping information you access on your mobile phone
[n = 52]**

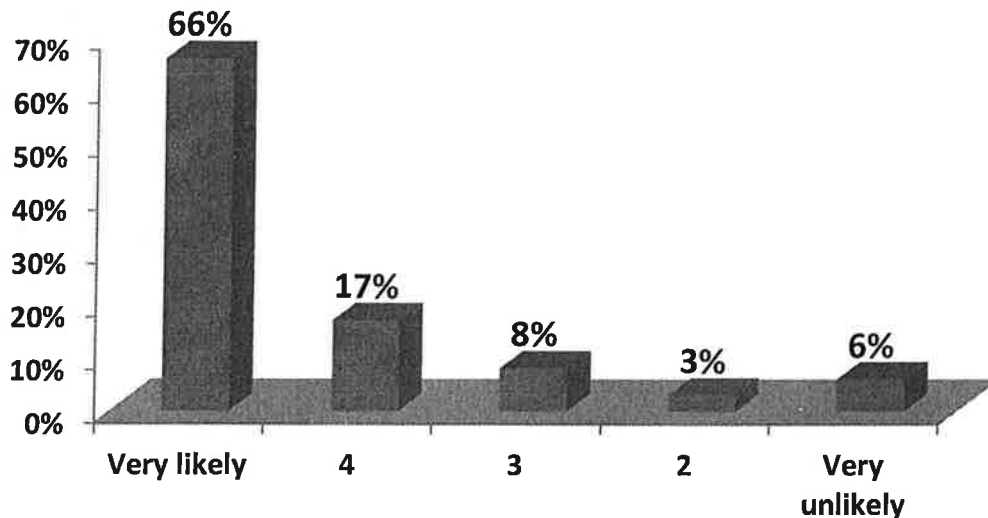


**The local print newspaper
[n = 59]**

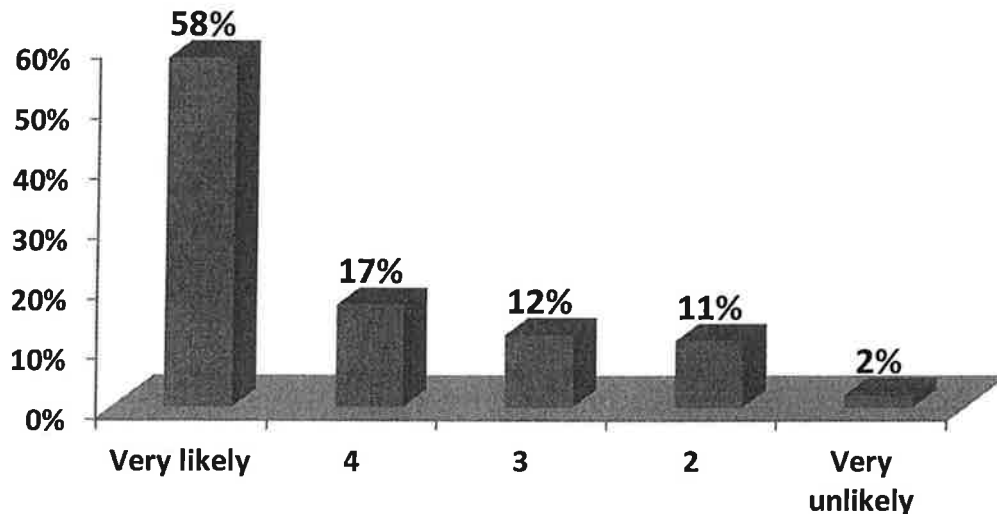


A combined 72% of those who have used mobile phones to access either local news or shopping information within the past 30 days thought the print local newspaper was either “very credible” or “somewhat credible.”

How likely will you continue to access the local news with your mobile phone in the future?
[n = 35]



How likely will you continue to access the shopping information with your mobile phone in the future?
[n = 52]

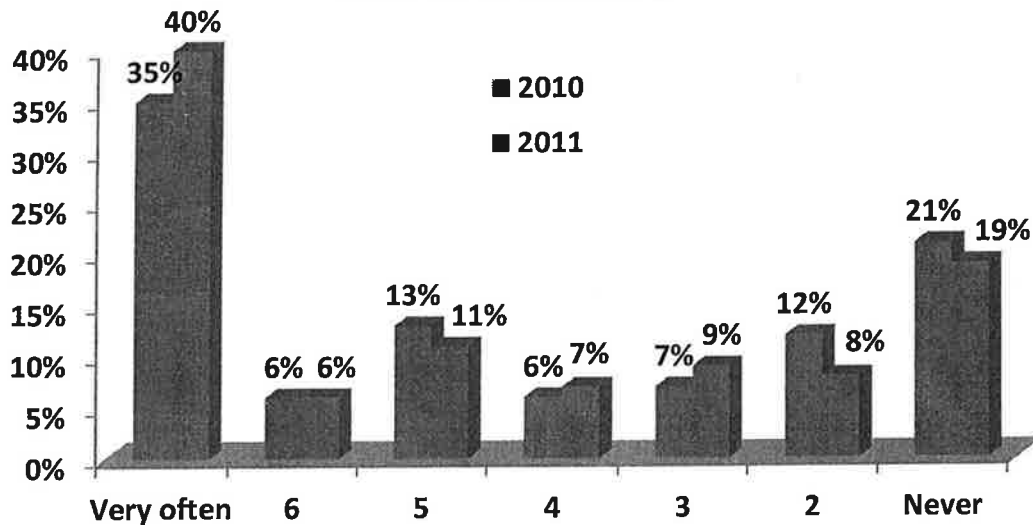


A combined 83% of those who accessed local news on their mobile phones said they would either “very likely” or “somewhat likely” continue to access local news on their mobile devices in the future. Similarly, a combined 75% of those who used their mobile phones to access shopping information would either “very likely” or “somewhat likely” continue to do so. Although the effective sample sizes were small, it is reasonable to argue that the experiences these users have had boost their confidence and further motivate them to continue to use their mobile phones for news and shopping information.

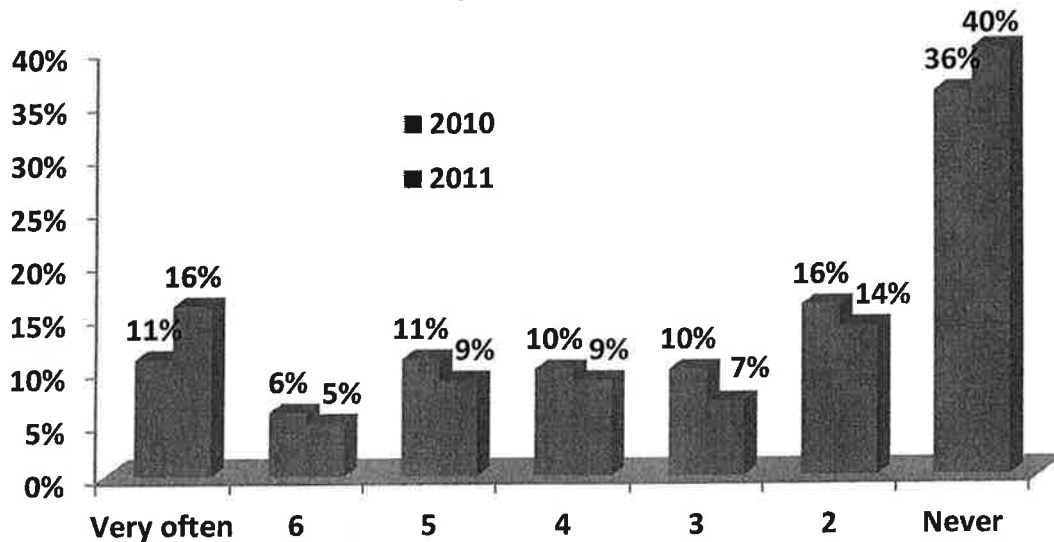
Readership of advertisements in local newspapers

Consistent with previous NNA research, readers of local newspapers in 2011 were asked a list of questions about how often they would read advertisements in local newspapers. The advertisements included grocery and supermarket, department stores, hardware stores, classified ads, discount stores, and public notice ads. Respondents were asked to use a 7-point scale (with "7" being "very often" and "1" being "never") to provide their answers.

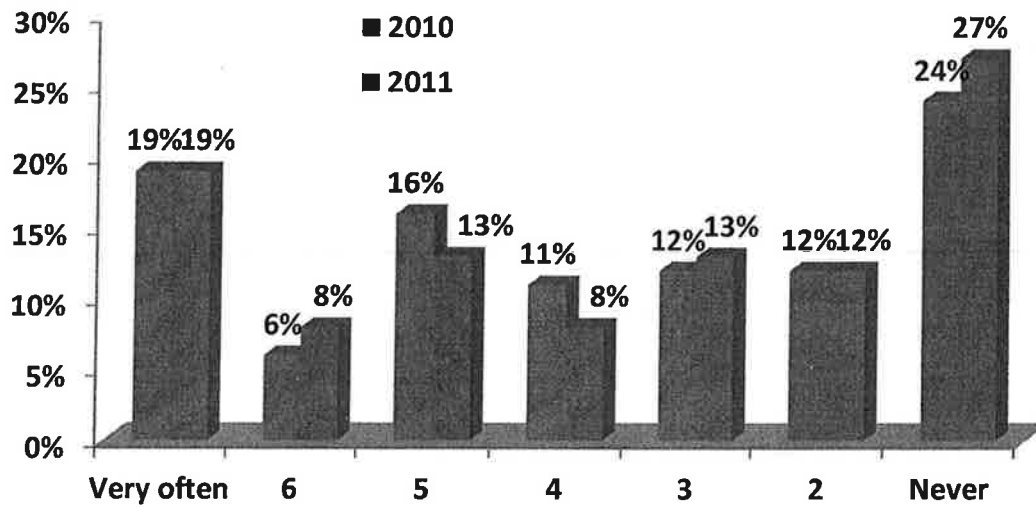
How often do you read grocery & supermarket ads or ad inserts in the local newspaper?



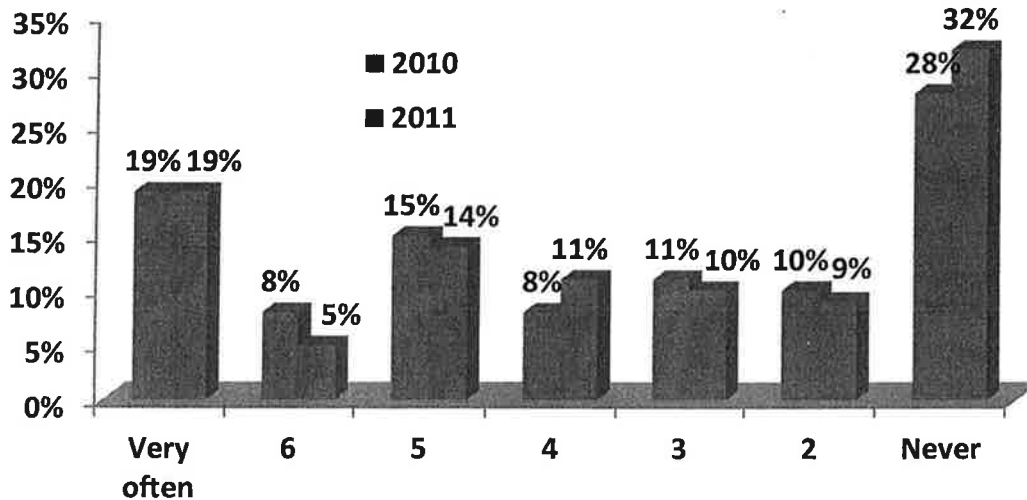
How often do you read department store ads or ads inserts such as J.C. Penney's and Sears' in the local newspaper?



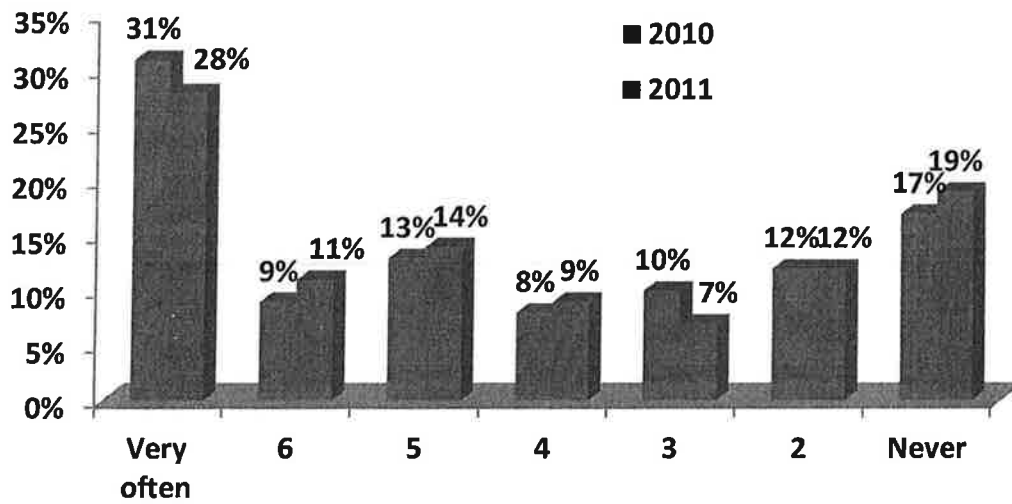
How often do you read discount store ads or ad inserts in the local newspaper?



How often do you read hardware store ads or ad inserts such as Home Depot', Lowe's, ACE, or True Value in the local newspaper?



How often do you read classified ads in the local newspaper?



How often do you read public notice ads in the local newspaper?

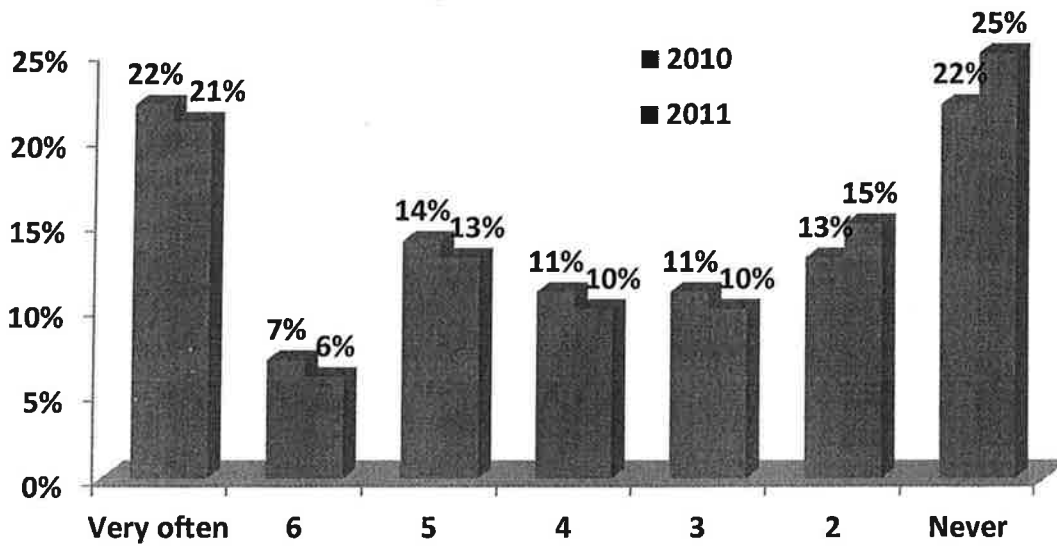


TABLE III: Mean scores regarding readership of advertisements in local newspapers

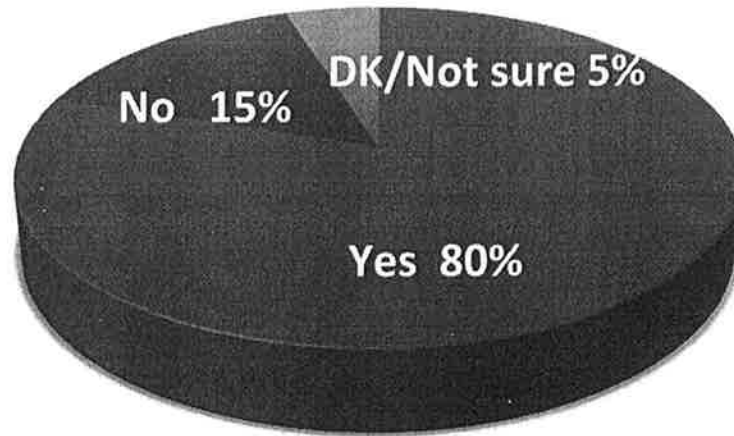
Question Items	Mean Score (2005)	Mean Score (2007)	Mean Score (2008)	Score (2009)
1. How often read grocery & supermarket ads	4.43	4.30	4.07	4.34
2. How often read department store ads	3.52	3.61	3.17	3.35
3. How often read hardware store ads	3.86	3.67	3.63	3.62
4. How often read classified ads	3.81	3.50	3.55	4.00
5. How often read public notice ads	3.18	2.72	3.09	3.17
6. How often read discount store ads	3.80	3.55	3.25	3.41

Question Items	Mean Score (2010)	Mean Score (2011)	Mean Score	Score
1. How often read grocery & supermarket ads	4.37	4.61		
2. How often read department store ads	3.05	3.12		
3. How often read hardware store ads	3.73	3.68		
4. How often read classified ads	4.42	3.56		
5. How often read public notice ads	3.90	4.30		
6. How often read discount store ads	3.76	3.71		

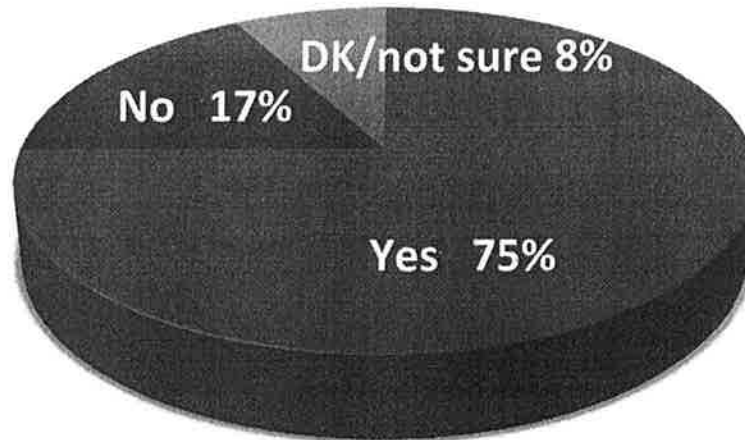
Notes:

1. The question items were measured on a 7-point Likert scale ranging from 1 (never) to 7 (very often).
1. n = 412 in 2005; n = 419 in 2007; n = 431 in 2008; n = 405 in 2009; n = 488 in 2010; n = 370 in 2011.

**Do you think governments should be required to publish
public notices in newspapers?
2011**



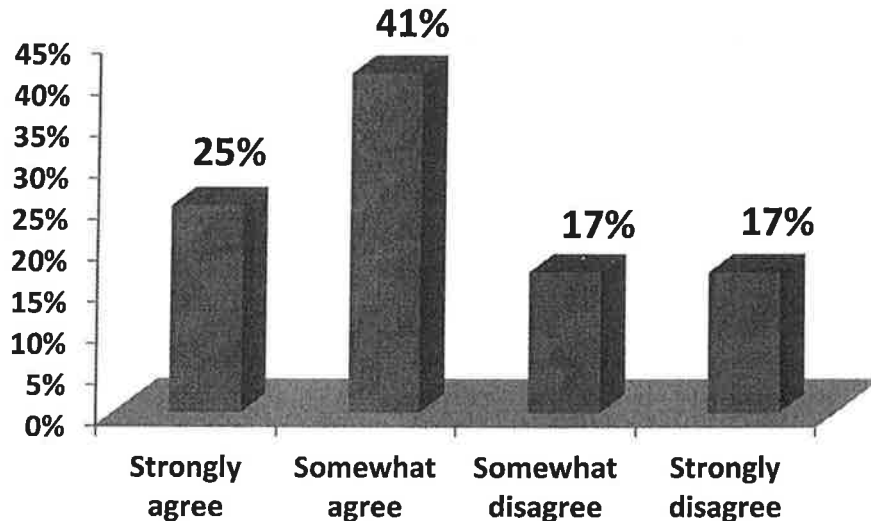
[2010]



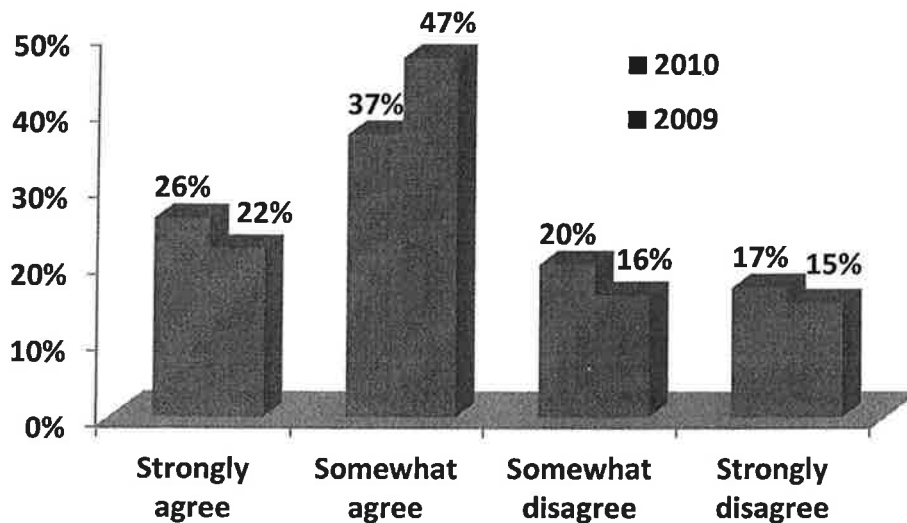
When asked “*Do you think governments should be required to publish public notices in newspapers?*” 80% of local newspaper readers said “yes,” compared to 75% in 2010, 68% in 2009, 81% in 2008, 79% in 2007, and 71% in 2005.

The next set of question items was designed to measure public perceptions in small towns and cities about use of advertisements across different media outlets such as print, television, and online. The items were copied from a 2008 study by the Canadian Newspaper Association.

I often use newspaper advertising inserts to help me make purchasing decisions
2011



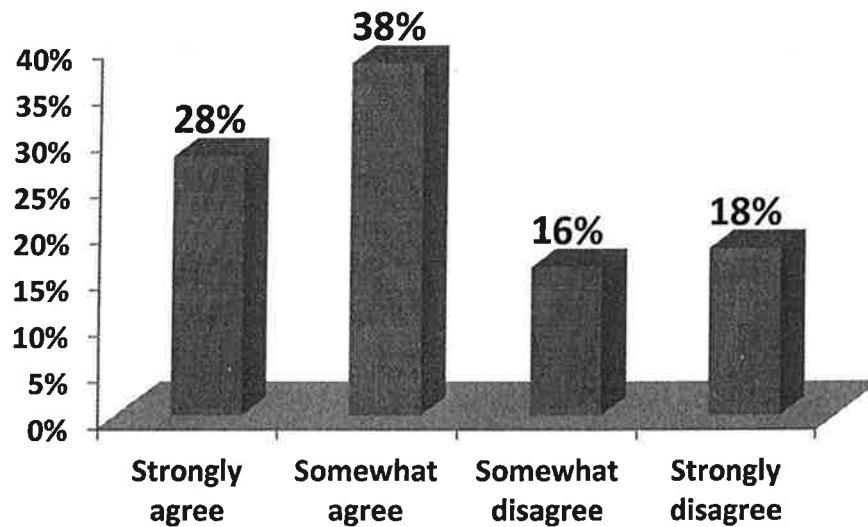
I often use newspaper advertising inserts to help me make purchasing decisions



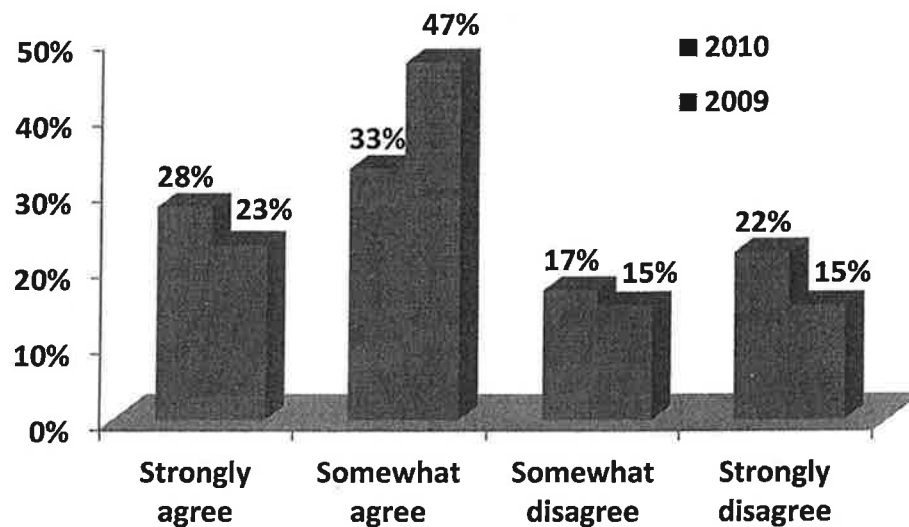
As shown above, two-thirds of readers in the 2011 survey (66%) either “strongly” or “somewhat” agreed that newspaper advertising helped them make purchasing decisions, similar to the findings in 2009 (69%) and 2010 (63%).

Similarly, two-thirds of readers (66%) either “strongly” or “somewhat” agreed that they would often look for newspaper advertising for information about the latest offerings and sales in their communities. This is consistent with what was reported in 2009 (70%) and 2010 (61%).

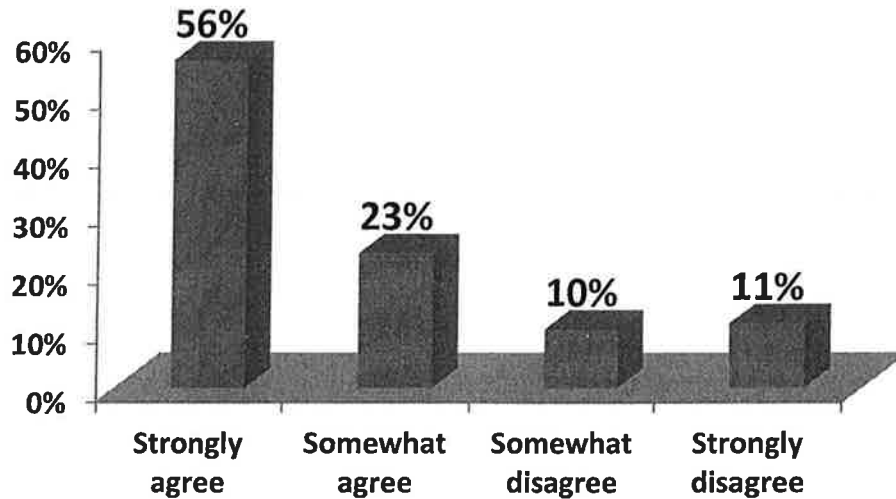
I often go looking for, or seek out, newspaper advertising to find information on the latest offerings and sales available in my area
2011



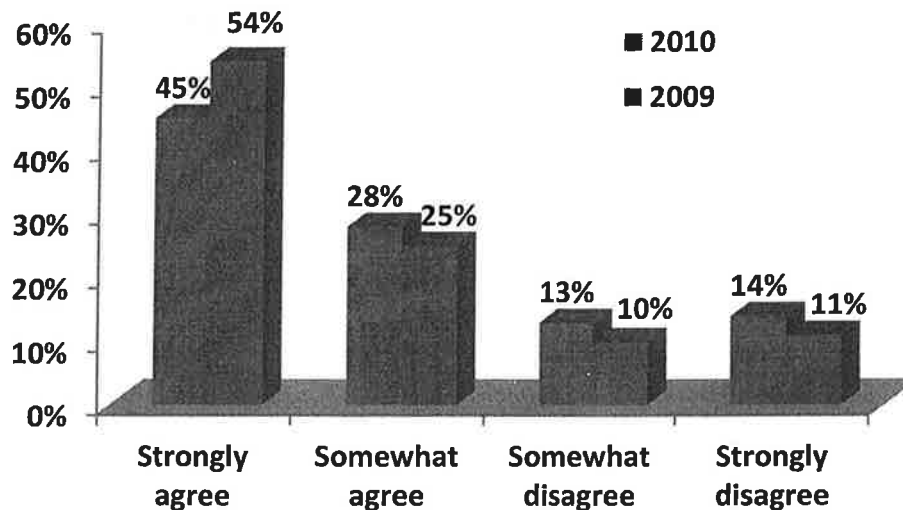
I often go looking for, or seek out, newspaper advertising to find information on the latest offerings and sales available in my area



If I had a choice, I'd rather look through the ads in the newspaper than watch advertisements on TV
2011

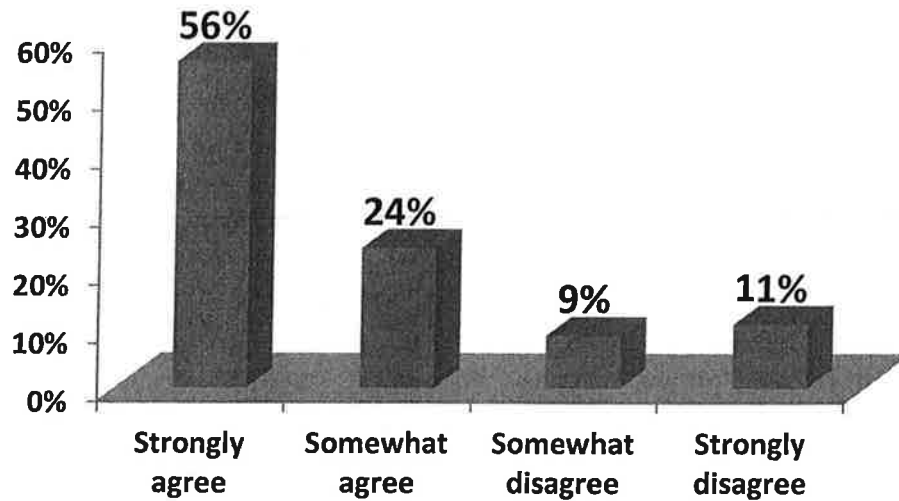


If I had a choice, I'd rather look through the ads in the newspaper than watch advertisements on TV

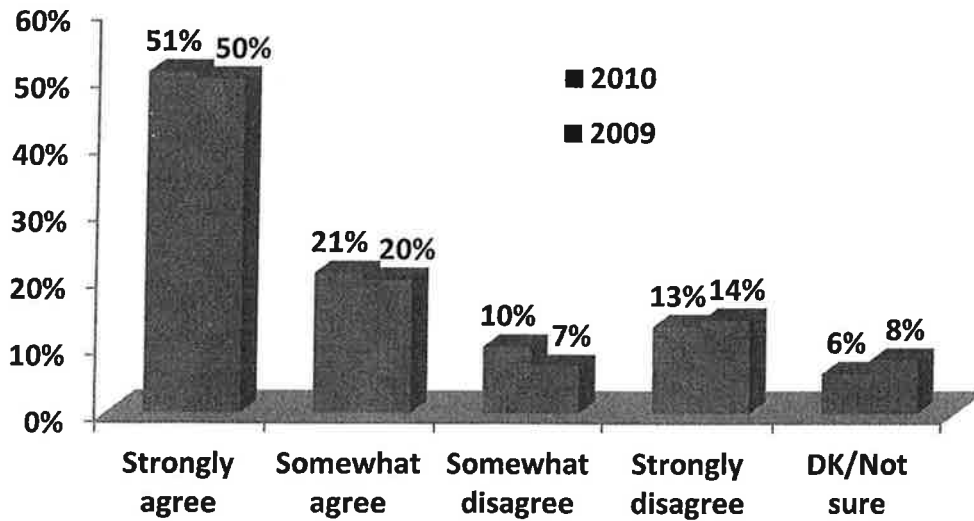


The 2011 NNA surveys shows that nearly 8 out of 10 local newspaper readers (79%) would rather look through the ads in the newspaper than watch advertisements on television, if they had a choice. Again, this finding is identical to 79% in 2009 and 73% in 2010, continuing to show public preference for newspaper advertising over advertisements on television.

**If I had a choice, I'd rather look through the ads
in the newspaper than view advertisements on the Internet
2011**

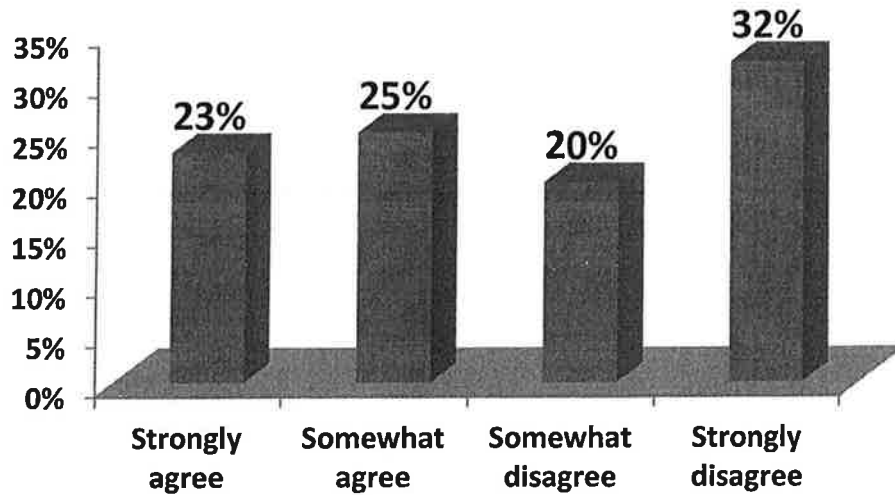


**If I had a choice, I'd rather look through the ads
in the newspaper than view advertisements on the Internet**

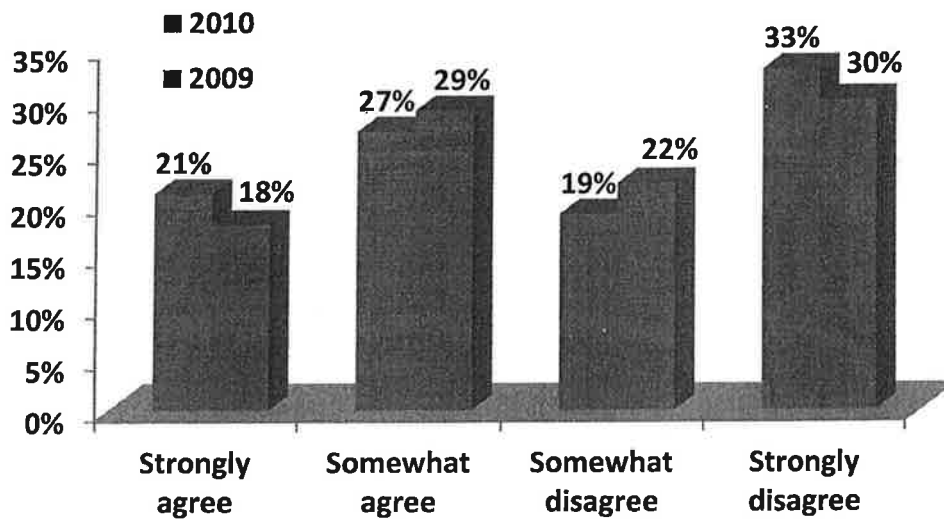


Compared to advertisements on the Internet, local residents who read community newspapers in small cities and towns prefer ads in the newspapers, as 80% either “strongly” or “somewhat” agreed that they’d rather look through newspaper ads than view them on the Internet. Their preference is consistent with the findings in 2009 and 2010.

There are some days when I read the newspaper
as much as for the ads as for the content
2011



There are some days when I read the newspaper
as much as for the ads as for the content



When asked whether they would agree or disagree with the statement “*There are some days when I read the newspaper as much as for the ads as for the content,*” nearly half (48%) of local newspaper readers in the 2011 survey agreed, consistent with 47% in 2009 and 48% in 2010.

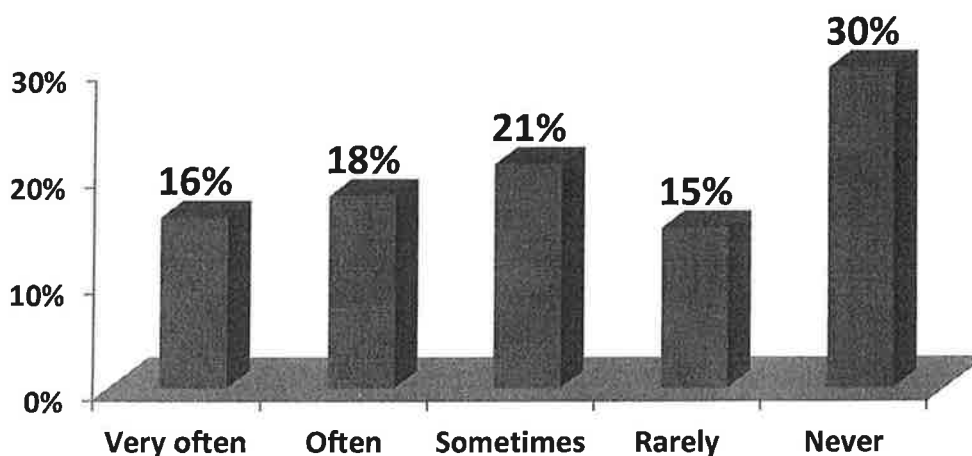
Purchasing plans for a variety of goods and services

Near the end of the survey, respondents were asked whether they planned to purchase a variety of goods or services within the next 12 months. As shown in Table 8, respondents to the items were consistent between 2005 and 2011, showing steady demand for “health or medical products or services” (72%), “women’s clothing” (70%), “men’s clothing” (57%), “travel / vacation” (48%), and “lawn, garden supplies” (47%), even though the economy was slow.

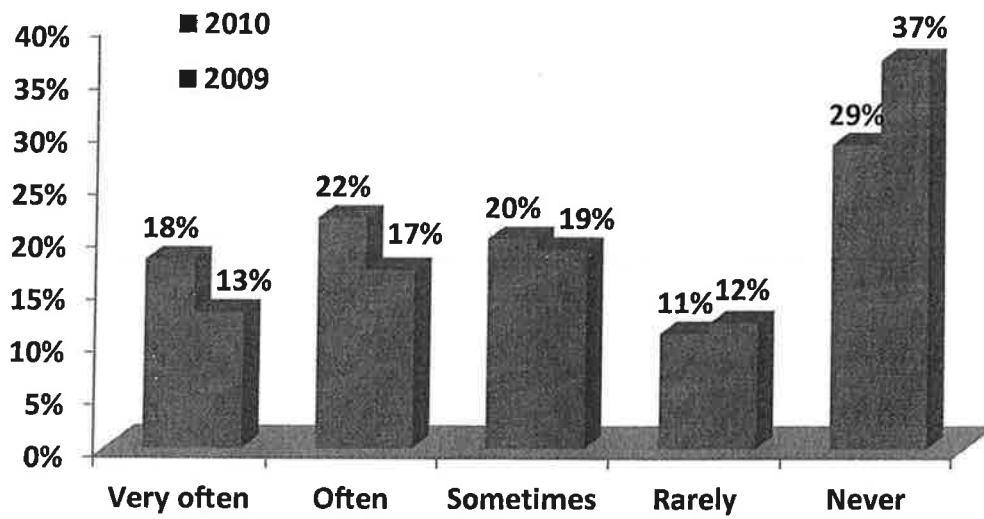
TABLE 8: What to purchase in the next 12 months?
[(Yes) responses only]

Description of products or services	Percent (%) 2005	Percent (%) 2007	Percent (%) 2008	Percent (%) 2009	Percent (%) 2010	Percent (%) 2011
Lawn, garden supplies	44%	45%	53%	45%	43%	47%
Furniture	25	23	25	19	23	24
Major appliances	20	21	16	15	20	20
Television/Electronics	35	39	41	25	32	27
A used vehicle	15	13	11	13	15	17
A new vehicle	11	11	9	12	11	9
Housing	8	9	7	5	7	8
Men’s clothing	66	57	60	55	59	57
Women’s clothing	73	75	73	69	65	70
Health or medical products or services	76	76	78	72	72	72
Travel/Vacation	48	59	58	48	52	48
Financial or insurance products or services	35	35	34	32	32	32

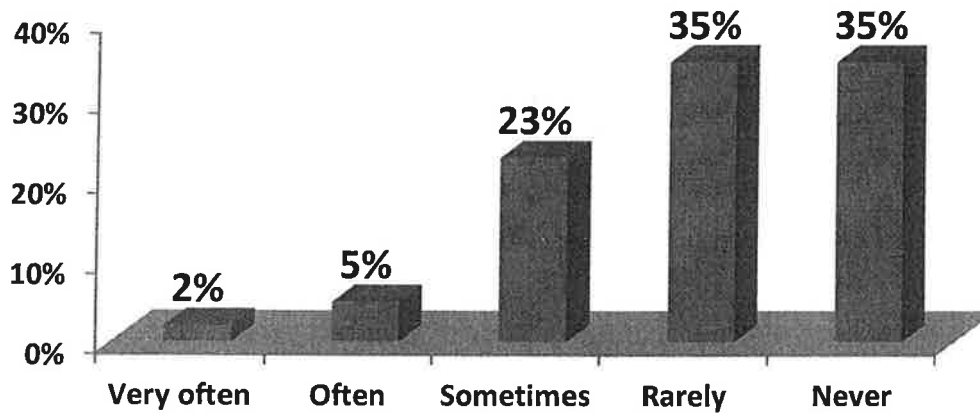
How often do you use the Internet to make purchasing decisions?
2011



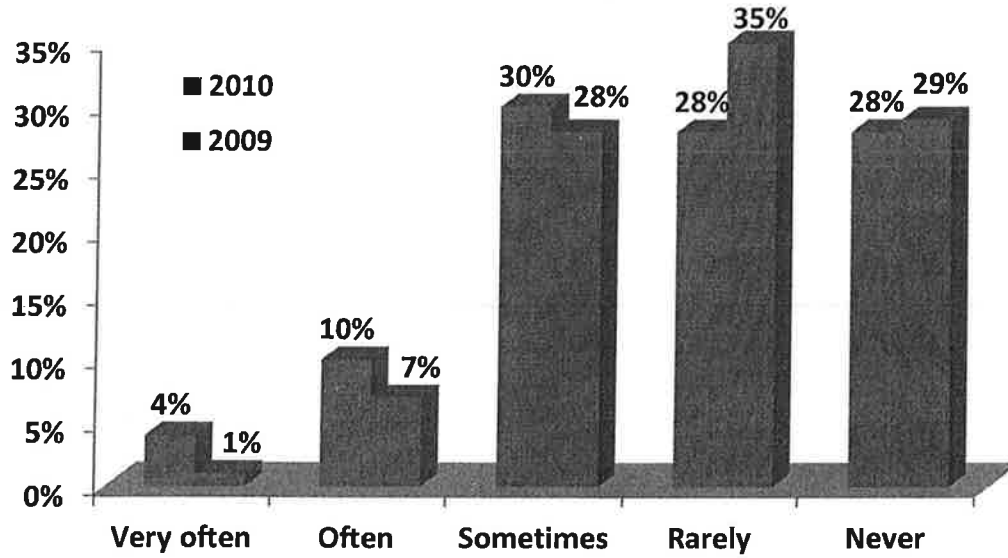
How often do you use the Internet to make purchasing decisions?



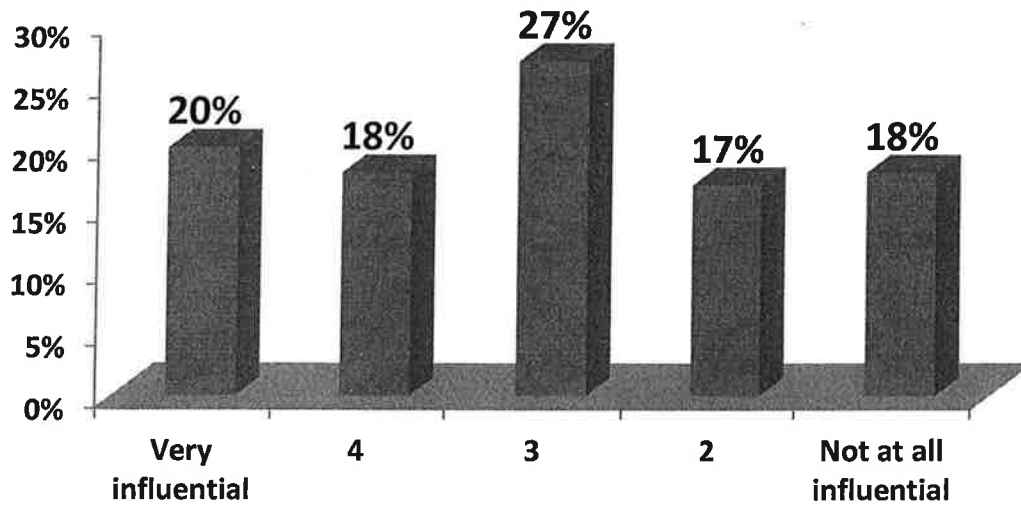
How often do you use television to make purchasing decisions?
2011



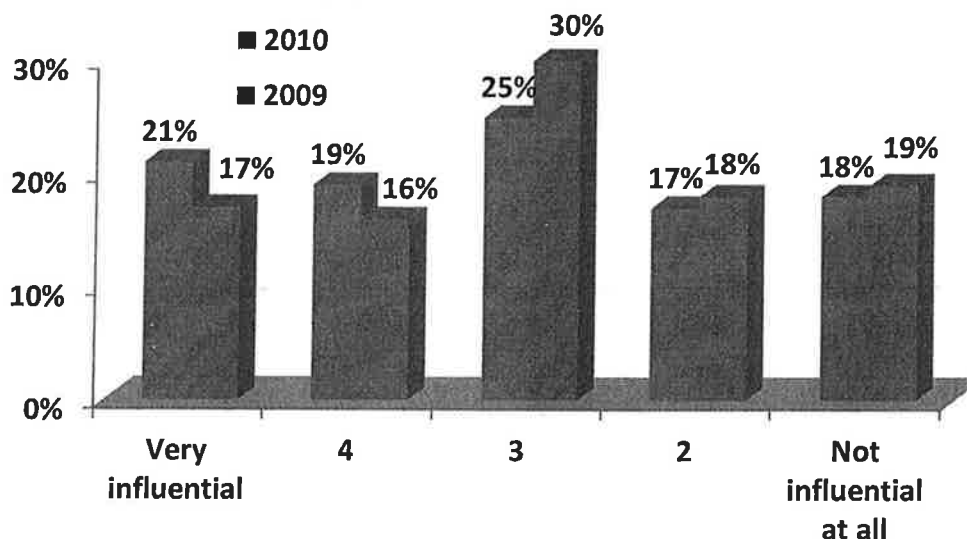
How often do you use television to make purchasing decisions?



How influential are newspaper ads in helping you make purchasing decisions?
2011



How influential are newspaper ads in helping you make purchasing decisions?



As shown above, a combined 38% of local newspaper readers thought newspaper ads were either “very” or “somewhat” influential in helping them make purchasing decisions, as 33% in 2009 and 40% in 2010 saying so. Meanwhile, the Internet continued to be an important source of information for purchasing decision making, as a combined 34% of readers either ‘very often’ or ‘often’ used it to make purchasing decisions, similar to 30% in 2009 and 40% in 2010.

In addition, a combined 70% of readers in the 2011 study said they either “rarely” or “never” used television to make purchasing decisions, similar to 64% in 2009 and 56% in 2010 saying so.

TABLE 9: Which source of information do you rely on most for grocery shopping information?

Description of sources	Percent (%) 2005	Percent (%) 2007	Percent (%) 2008	Percent (%) 2009	Percent (%) 2011
Newspaper	50.9	49.5	48.8	49.2	40.2
Television	1.6	1.8	1.0	1.4	1.8
Radio	0.7	0.4	n.a.	n.a.	n.a.
Magazine	n.a.	n.a.	0.2	0.6	0.2
Internet	0.4	1.0	0.6	1.4	1.8
Yellow pages	n.a.	n.a.	0.2	n.a.	n.a.
Catalogs	1.0	0.6	1.0	1.0	1.2
Direct mail	4.8	3.6	4.8	6.4	n.a.
Billboards	n.a.	n.a.	n.a.	0.2	n.a.
Email	0.4	n.a.	n.a.	0.2	n.a.
Shopper/Ad sheet	2.4	3.6	3.8	n.a.	n.a.
In store	21.3	23.4	25.5	24.5	43.4
Relatives/Friends	3.6	3.6	1.6	n.a.	n.a.
Word of mouth	n.a.	2.0	0.4	n.a.	3.2
None	n.a.	3.4	n.a.	n.a.	n.a.
Others	3.6	0.2	0.6	7.2	1.0

Don't know/Not sure	9.1	6.5	11.2	7.6	2.6
Refused	0.4	0.6	0.4	n.a.	0.2

(2005: n = 503; 2007: n = 505; 2008: n = 502; 2009: n = 500; 2011: n = 500)

TABLE 10: Which source of information do you rely on most for major appliances shopping?

Description of sources	Percent (%) 2005	Percent (%) 2007	Percent (%) 2008	Percent (%) 2009	Percent (%) 2011
Newspaper	32.2	26.9	25.5	25.6	19.8
Television	5.2	6.1	4.2	2.4	3.6
Radio	0.8	n.a.	0.2	0.4	n.a.
Magazine	5.2	2.6	6.0	6.2	4.0
Internet	9.1	13.9	18.7	15.8	22.6
Yellow pages	0.2	0.4	0.4	0.2	n.a.
Catalogs	2.2	1.4	2.2	0.8	1.0
Direct mail	2.0	1.2	1.8	2.6	1.6
Billboards	n.a.	n.a.	n.a.	0.4	n.a.
Email	n.a.	n.a.	n.a.	n.a.	n.a.
Shopper/Ad sheet	0.6	1.6	1.4	n.a.	n.a.
In store/Sales reps	21.7	16.4	19.5	21.3	30.8
Relatives/Friends	3.4	3.4	1.2	n.a.	n.a.
Word of mouth	n.a.	3.4	2.8	7.2	5.4
Don't buy at this time	n.a.	1.4	n.a.	0.9	n.a.
Consumer reports	n.a.	4.6	n.a.	1.0	n.a.
None	n.a.	3.0	n.a.	0.9	n.a.
Others	6.2	1.2	3.8	3.0	1.8
Don't know/Not sure	10.7	11.3	11.6	12.4	8.8
Refused	0.6	0.4	0.8	2.2	0.6

(2005: n = 503; 2007: n = 505; 2008: n = 502; 2009: n = 500; 2011: n = 500)

TABLE 11: Which source of information do you rely on most for automobile purchasing decisions?

Description of sources	Percent (%) 2005	Percent (%) 2007	Percent (%) 2008	Percent (%) 2009	Percent (%) 2011
Newspaper	27.4	18.2	15.9	14.6	8.6
Television	2.2	3.4	3.8	3.4	2.8
Radio	0.2	0.2	0.8	0.4	0.6
Magazine	3.6	1.4	5.6	5.4	3.4
Internet	10.1	14.9	19.9	17.4	23.4
Yellow pages	n.a.	0.2	0.4	0.8	0.2
Catalogs	0.6	0.2	0.6	0.2	n.a.
Direct mail	0.8	0.8	0.2	0.6	0.4
Billboards	n.a.	n.a.	n.a.	n.a.	n.a.
Email	n.a.	n.a.	n.a.	n.a.	n.a.
Fliers/Ad sheet	1.0	0.2	0.4	n.a.	n.a.
Dealership/Sales reps	15.7	16.0	22.5	22.2	35.0
Relatives/Friends	5.2	3.6	5.4	n.a.	n.a.
Don't buy used cars	3.0	6.1	n.a.	1.0	n.a.
No particular sources	6.4	1.8	n.a.	n.a.	n.a.
Not applicable	1.0	n.a.	n.a.	n.a.	n.a.

Word of mouth	n.a.	7.1	4.0	10.4	10.4
Consumer reports	n.a.	1.8	n.a.	1.0	n.a.
Others	3.2	1.2	6.6	4.8	4.8
Don't know/Not sure	18.7	21.6	13.7	13.8	9.4
Refused	1.0	1.4	0.2	4.0	1.0

(2005: n = 503; 2007: n = 505; 2008: n = 502; 2009: n = 500; 2011: n = 500)

TABLE 12: Which source of information do you rely on most for building & home improvement shopping information?

Description of sources	Percent (%) 2005	Percent (%) 2007	Percent (%) 2008	Percent (%) 2009	Percent (%) 2009
Newspaper	31.6	30.7	28.3	26.2	16.2
Television	5.2	3.4	4.4	2.6	1.6
Radio	n.a.	0.2	1.0	n.a.	n.a.
Magazine	2.2	0.6	1.4	1.2	1.4
Internet	6.8	7.9	10.2	9.0	12.6
Yellow pages	0.2	1.2	0.8	0.4	0.2
Catalogs	1.2	n.a.	0.8	0.6	0.4
Direct mail	3.6	1.8	1.0	1.6	1.0
Billboards	0.2	n.a.	n.a.	n.a.	n.a.
Email	0.2	n.a.	n.a.	n.a.	n.a.
Fliers/Ad sheet	2.4	0.8	1.4	n.a.	n.a.
In store	17.1	12.3	20.3	12.6	30.4
Relatives/Friends	6.0	4.6	2.6	n.a.	n.a.
No need to home improvement shopping	1.8	0.8	n.a.	1.4	n.a.
No particular sources	3.6	2.4	n.a.	0.2	n.a.
Not applicable	0.4	n.a.	n.a.	n.a.	n.a.
Word of mouth	n.a.	10.3	7.8	16.4	16.6
Consumer reports	n.a.	0.8	n.a.	n.a.	n.a.
Others	3.2	1.8	2.6	6.2	4.4
Don't know/Not sure	13.7	18.4	16.9	17.4	13.8
Refused	0.8	1.2	0.6	4.2	1.4

(2005: n = 503; 2007: n = 505; 2008: n = 502; 2009: n = 500; 2011: n = 500)

TABLE 13: Which source of information do you rely on most for home furniture shopping information?

Description of sources	Percent (%) 2005	Percent (%) 2007	Percent (%) 2008	Percent (%) 2009	Percent (%) 2011
Newspaper	31.2	28.9	28.3	26.2	18.0
Television	5.6	5.5	5.4	2.8	3.2
Radio	0.8	0.4	1.2	0.2	0.2
Magazine	1.6	0.8	0.8	1.4	0.2
Internet	4.4	7.7	11.6	8.2	11.6
Yellow pages	0.4	0.4	n.a.	0.4	n.a.
Catalogs	0.6	0.2	1.4	1.4	0.2
Direct mail	2.6	1.2	0.8	1.0	1.0
Billboards	n.a.	n.a.	n.a.	n.a.	n.a.
Email	n.a.	n.a.	n.a.	n.a.	n.a.
Fliers/Ad sheet	0.8	0.6	0.8	n.a.	n.a.
In store	23.9	22.0	23.9	25.6	44.2

Relatives/Friends	2.8	3.0	1.2	0.2	n.a.
No need for furniture shopping	2.0	1.6	n.a.	1.4	n.a.
No particular sources	4.8	2.8	n.a.	0.2	n.a.
Not applicable	0.6	n.a.	n.a.	n.a.	n.a.
Word of mouth	n.a.	3.8	1.6	4.2	6.0
Consumer reports	n.a.	1.0	n.a.	0.2	n.a.
Others	1.0	1.8	2.6	4.6	2.0
Don't know/Not sure	16.5	17.0	18.7	17.6	12.0
Refused	0.3	1.4	1.8	4.6	1.4

(2005: n = 503; 2007: n = 505; 2008: n = 502; 2009: n = 500; 2011: n = 500)

TABLE 14: Which source of information do you rely on most for television / electronics shopping information?

Description of sources	Percent (%) 2008	Percent (%) 2009	Percent (%) 2011
Newspaper	22.9	25.8	15.2
Television	6.4	4.2	3.0
Radio	0.2	n.a.	n.a.
Magazine	3.6	3.8	2.6
Internet	23.3	15.6	20.2
Yellow pages	n.a.	0.2	n.a.
Catalogs	0.4	0.6	1.2
Direct mail	1.0	1.2	0.4
Billboards	n.a.	0.2	0.2
Email	n.a.	n.a.	n.a.
Fliers/Ad sheet	0.4	n.a.	n.a.
In store	17.9	21.8	38.4
Relatives/Friends	5.2	n.a.	n.a.
No particular sources	n.a.	0.2	n.a.
Not applicable	n.a.	0.6	n.a.
Word of mouth	3.0	6.4	9.2
Consumer reports	n.a.	1.4	n.a.
Others	5.0	2.0	1.6
Don't know/Not sure	10.2	11.2	6.6
Refused	0.6	4.8	1.2

(2008: n = 502; 2009: n = 500; 2011: n = 500)

TABLE 15: Which source of information do you rely on most for health or medical products or services?

Description of sources	Percent (%) 2008	Percent (%) 2009	Percent (%) 2011
Newspaper	11.2	9.4	4.4
Television	2.8	3.0	2.0
Radio	0.6	n.a.	n.a.
Magazine	1.8	1.4	0.4
Internet	14.3	9.6	14.0
Yellow pages	1.4	0.4	0.6
Catalogs	n.a.	0.4	0.2
Direct mail	1.2	1.6	0.8
Relative/Friends	2.0	n.a.	n.a.

Word of mouth	5.2	7.6	8.2
Doctors/Physicians	33.3	37.2	45.8
Insurance companies	2.6	2.4	7.8
Others	7.6	4.2	5.0
Don't know/Not sure	15.9	19.0	9.8
Refused	0.2	2.2	1.0
No need	n.a.	1.3	n.a.
Consumer report	n.a.	0.2	n.a.

(2008: n = 502; 2009: n = 500; 2011: n = 500)

TABLE 16: Which source of information do you rely on most for travel / vacation information?

Description of sources	Percent (%) 2008	Percent (%) 2009	Percent (%) 2011
Newspaper	7.6	4.8	5.4
Television	2.2	2.4	2.4
Radio	n.a.	n.a.	n.a.
Magazine	3.4	5.6	1.2
Internet	40.8	34.2	42.0
Yellow pages	n.a.	0.2	0.2
Catalogs	0.6	0.2	0.2
Direct mail	1.0	1.0	0.4
Relative/Friends	2.0	n.a.	n.a.
Word of mouth	4.4	8.2	10.0
Travel agency	6.2	7.6	9.4
Others	11.0	7.0	6.4
Don't know/Not sure	19.9	20.4	21.6
Refused	1.0	6.0	1.0
No need	n.a.	1.8	n.a.
No particular source	n.a.	0.6	n.a.

(2008: n = 502; 2009: n = 500; 2011: n = 500)

TABLE 17: Which source of information do you rely on most for financial or insurance products or services?

Description of sources	Percent (%) 2008	Percent (%) 2009	Percent (%) 2011
Newspaper	7.8	7.6	3.8
Television	3.2	1.8	2.8
Radio	1.0	0.2	n.a.
Magazine	2.0	1.6	0.2
Internet	16.5	13.0	13.8
Yellow pages	0.6	1.0	0.2
Catalogs	n.a.	n.a.	n.a.
Direct mail	2.6	2.4	0.6
Relative/Friends	1.8	n.a.	n.a.
Word of mouth	6.0	9.9	12.8
Bank/Financial advisor	31.1	29.0	42.6
Others	7.4	6.2	4.8
Don't know/Not sure	19.3	20.8	16.8
Refused	0.8	4.6	1.6

No need	n.a.	0.2	n.a.
No particular source	n.a.	1.6	n.a.

(2008: $n = 502$; 2009: $n = 500$; 2011: $n = 500$)

TABLE 18: Which source of information do you rely on most if you look for employment opportunities?

Description of sources	Percent (%) 2011
Newspaper	27.4
Television	0.2
Radio	n.a.
Magazine	n.a.
Internet	18.6
Yellow pages	0.2
Catalogs	n.a.
Direct mail	0.2
Relative/Friends	n.a.
Word of mouth	8.0
Others	12.6
Don't know/Not sure	29.4
Refused	3.4

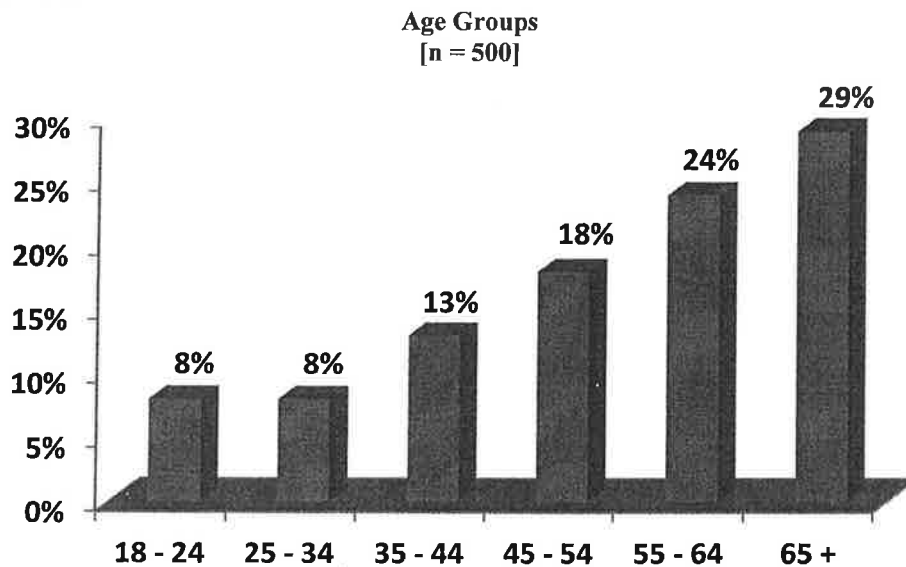
(2011: $n = 500$)

Demographics

In the end of the 2011 survey, demographic information such as age, education, ethnicity, employment status, income, and gender was collected. The purpose was to obtain a comprehensive profile of the survey participants for better understanding of the survey results.

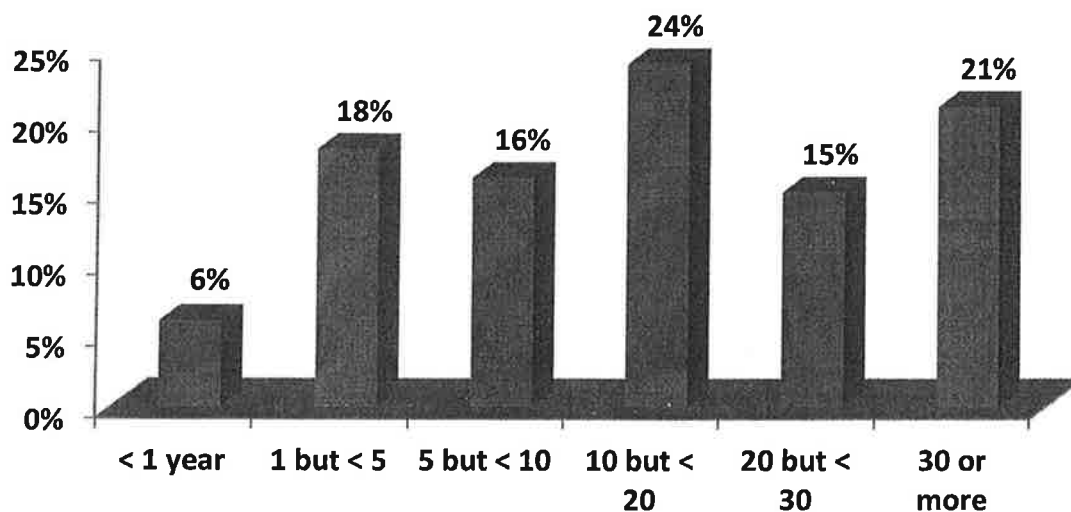
Age

The average age of the sample (n = 500) was 53.7 years (standard deviation = 16.3 years) ranging from 18 to 84.



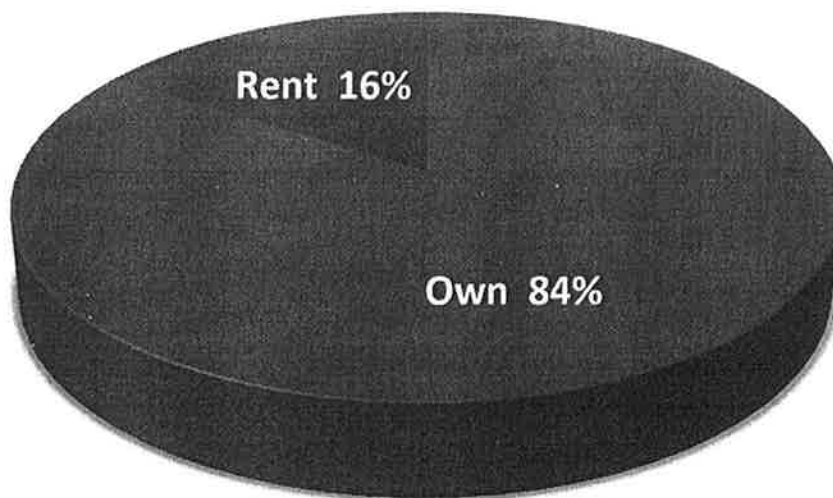
Length of residence

[n = 500]
[Average years of residency = 16.7 years]



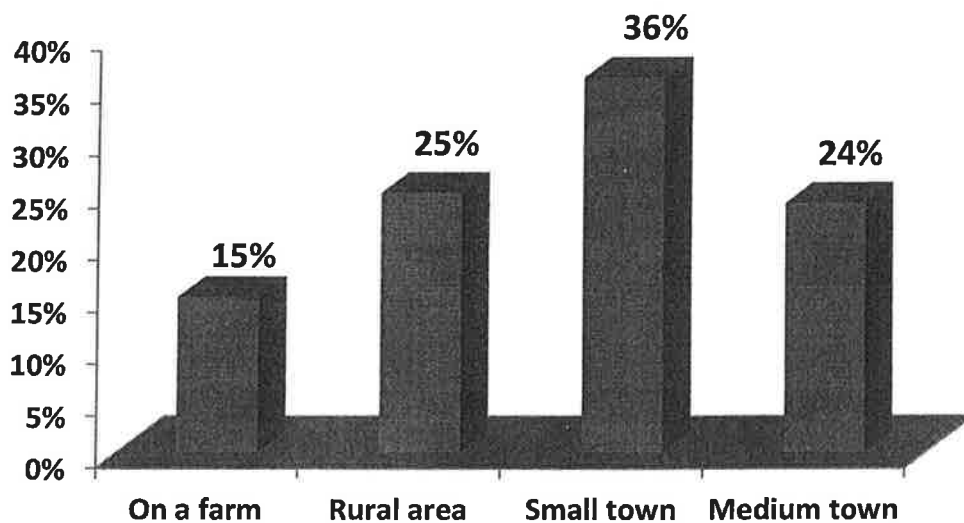
Home ownership

Do you own or rent your home?
[n = 500]



Location of residence

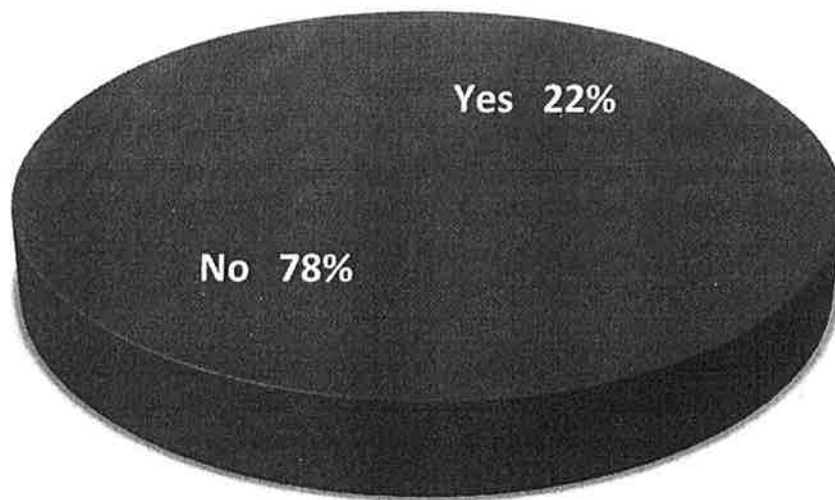
Do you live ...?
[n = 499]



In the research, small town was defined as having a population of fewer than 10,000 people, and medium town as fewer than 25,000.

Having children younger than 18

Do you have children under 18 living at home?
[n = 500]



Education

Level of Education

Level of Education	Percent (%)
Less than high school	8.4
High school / GED	25.8
Vocational/Technical/Community college	7.4
Some university but no degree	22.6
4 year college degree	20.2
Some graduate work but no degree	2.6
Master's degree	11.0
Doctoral degree	2.0

(n = 500)

Ethnicity

Ethnicity

Categories of ethnicity	Percent (%)
White	89.8
African American	6.0
Latino/Hispanic	1.0
Asian American	1.0
American Indian	1.6
Other – specify	0.6

(n = 500)

Marital status

Marital Status

Description of marital status	Percent (%)
Married	54.0
Single	14.6
Separated	3.0
Divorced	11.8
Widowed	14.4
Member of an unmarried couple	2.2

(n = 500)

Employment status

Employment Status

Description of employment	Percent (%)
Employed full time	35.4
Employed part time	15.8
Self-employed	11.2
Unemployed / out of work	4.6
Student	3.2
Homemaker	4.4
Retired	21.2
Disabled	4.2

(n = 500)

Income

Household Income

Categories of Income	Percent (%)
Less than \$10,000	6.4
\$10,000 but less than \$25,000	18.2
\$25,000 but less than \$50,000	31.0
\$50,000 but less than \$75,000	19.8
\$75,000 but less than \$100,000	10.8
\$100,000 or more	11.0
Don't know/Not sure	1.8
Refused	1.0

(n = 500)

Gender

[n = 500]

